



## Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00061105						
Field of study	Management						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	second-cycle studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	Full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			English		
Semester of study	2	ECTS credits			3.0		
Learning profile	general academic profile	Assessment form			assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Edyta Gołąb-Andrzejak					
	Teachers	dr hab. Edyta Gołąb-Andrzejak					
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	15.0	0.0	0.0	0.0	45
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study		SUM
	Number of study hours	45	5.0		25.0		75
Subject objectives	Effectively solves marketing problems in organizations operating on international markets						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W03] demonstrates in-depth preparation in the application of analytical methods and techniques for formulating and solving problems		uses marketing methods appropriately selected to solve problems on international markets		[SW1] Assessment of factual knowledge		
	[K7_U03] formulates research problems and selects appropriate analytical methods for their effective solution, using advanced IT tools, and evaluates the results critically		effectively solves properly formulated research problems by critically evaluating the results obtained		[SU3] Assessment of ability to use knowledge gained from the subject		
Subject contents	The role of international marketing Globalization and internationalization of enterprises Analysis of the international environment Marketing research of foreign markets Segmentation in foreign markets Strategies for entering foreign markets Principles of operation of an international enterprise International product strategies Price policy in international exchange Logistics and distribution on foreign markets Promotion on the international market Internet in international marketing and digital marketing International Marketing Planning Euromarketing Amazon.com case study						
Prerequisites and co-requisites							
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	Report + presentation		60.0%		49.0%		
	Written test		60.0%		51.0%		

Recommended reading	Basic literature	Baack D.W., Czarnecka B., Baack D. (2018), International Marketing, SAGE
	Supplementary literature	Cateora P., Gilly M., Graham J. (2016), International Marketing, McGraw-Hill Education Europe Czinkota M.R., Ronkainen I.A. (2011), International Marketing, Cengage
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Characterize the specificity of the analysis of the international environment What types of export strategies can the company use? What is the segmentation process in international marketing? Describe all stages of this process Discuss communication strategies in international markets based on the analysis of the cultural environment Compare the strategy of adaptation and standardization	
Work placement	Not applicable	