



Subject card

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|---|--|--|---|-------------------------------------|--|------------|-----|
| Subject name and code | INTERNATIONAL MARKETING, PG_00058473 | | | | | | |
| Field of study | Economics, Economic Analytics | | | | | | |
| Date of commencement of studies | October 2024 | Academic year of realisation of subject | | | 2026/2027 | | |
| Education level | first-cycle studies | Subject group | | | Optional subject group 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 | 3 | Language of instruction | | | Polish | | |
| Semester of study | 5 | ECTS credits | | | 2.0 | | |
| 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 | | | | | | |
| Lesson types and methods of instruction | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 0.0 | 30.0 | 0.0 | 0.0 | 0.0 | 30 |
| | 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 | 30 | | 5.0 | | 15.0 | 50 |
| Subject objectives | Describes the issues of international marketing | | | | | | |
| Learning outcomes | Course outcome | | Subject outcome | | Method of verification | | |
| | [K6_K03] demonstrates the ability to think critically and analytically and integrates knowledge from many disciplines, acting in an entrepreneurial manner | | demonstrates a critical approach to the selection of reliable sources of obtaining information required to analyze the issues of international marketing | | [SK5] Assessment of ability to solve problems that arise in practice | | |
| | [K6_U06] acquires new knowledge by planning lifelong learning strategies | | acquires new knowledge in the field of international marketing | | [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 on foreign markets Strategies for entering foreign markets Principles of operation of an international enterprise International product strategies Price policy in international trade 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 | Basics of marketing | | | | | | |
| Assessment methods and criteria | Subject passing criteria | | Passing threshold | | Percentage of the final grade | | |
| | Activity | | 0.0% | | 20.0% | | |
| | Case studies | | 60.0% | | 80.0% | | |
| Recommended reading | Basic literature | | Fonfara, K. (red.) (2021). Marketing międzynarodowy. Współczesne trendy i praktyka. Warszawa: Wydawnictwo Naukowe PWN. Duliniec, E. (2009). Marketing międzynarodowy. Warszawa: Polskie Wydawnictwo Ekonomiczne. | | | | |
| | Supplementary literature | | Grzesiuk, A. (2019). Marketing międzynarodowy. Warszawa: CeDeWu. Wiktor, J.W., Oczkowska, R., Żbikowska, A. (2008). Marketing międzynarodowy Zarys problematyki. Warszawa: PWE. | | | | |

| | eResources addresses | Adresy na platformie eNauczenie: |
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| Example issues/ example questions/ tasks being completed | Characterize the specificity of the analysis of the international environment. What types of export strategy can the enterprise employ? What is the segmentation process in international marketing? Characterize all the steps in the 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 | |