Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00058473						
Field of study	Economic Analytics						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2025/2026		
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_U06] Acquires new specialized knowledge related to the field of economic analytics by planning a personal lifelong learning strategy	acquires new knowledge in the field of international marketing	[SU3] Assessment of ability to use knowledge gained from the subject
	[K6_K03] Critically evaluates their own knowledge necessary to solve cognitive and practical problems, supplementing gaps with input from external experts.	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

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
	Case studies	60.0%	50.0%
	Test with open-ended questions	60.0%	50.0%

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 eNauczanie:
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	

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