



Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00061105						
Field of study	Management						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
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 -> Wydziały Politechniki Gdańskiej						
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	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 knowledge of the applications 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 hypotheses and select appropriate methods for their verification using advanced it tools.		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 exam		60.0%		51.0%		

Recommended reading	Basic literature	Baack D.W., Czarnecka B., Baack D. (2018), International Marketing, SAGE Cateora P., Money R.B., Gilly M., Graham J. (2023), International Marketing, McGraw-Hill Education
	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	
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	

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