



## Subject card

Subject name and code	INTERNATIONAL MARKETING, PG_00061105						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
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 -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr hab. Edyta Gołąb-Andrzejak					
	Teachers	dr hab. Edyta Gołąb-Andrzejak					
Lesson types	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	Course content – lecture 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		
	Course content – exercises Macroenvironment Analysis Microenvironment Analysis Market Segmentation International Product Policy Brand Positioning International Pricing Policy Distribution Strategy in Foreign Markets Promotion Strategy		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written exam	60.0%	51.0%
	Team project report	60.0%	25.0%
	Group presentation of the foreign market entry strategy	60.0%	24.0%
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		
Practical activities within the subject	Not applicable		

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