

ANNOTATION
of academic course
“INTERNATIONAL MARKETING”
(elective course)

Level of higher education: *third (educational-scientific)*

Department that provides teaching: *Marketing*

Course developer and supervisor: *Bohdan Semak, Doctor of Economics, Professor*
(name and surname, scientific degree, academic title)

Course Description

“International Marketing” course is the elective component of the curriculum. As an elective component, the study of the course will allow the applicant to form an individual educational trajectory.

Volume of teaching: *4 ECTS credits / 120 hours*

Language of teaching: *English*

During the study of the course, applicants gain knowledge and skills, in particular:

- analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of the international marketing activities;
- apply innovative approaches to the marketing activities of the company, flexibly adapt to changes in the international marketing environment;
- identify and analyze the key characteristics of marketing systems of different levels, as well as the characteristics of their subjects behavior;
- effectively assess the risks of marketing activities, determine the level of uncertainty of the marketing environment in making managerial decisions;
- explain information, ideas, problems and alternative options for management decisions to specialists and non-specialists in the field of international marketing as well as to representatives of various structural units of the company;
- being able to plan and conduct effective international marketing activities of the company in cross-functional terms;
- act socially responsible and socially consciously on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms;
- collect and analyze the necessary marketing information from external markets, calculate economic and marketing indicators, justify management decisions based on the use of the necessary analytical and methodological tools;

- use digital information and communication technologies, as well as software products necessary for the proper running of international marketing activities and the practical application of marketing tools;
- demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

The Content of the Course

Topic 1. International marketing: an overview.

Topic 2. The choice of foreign markets.

Topic 3. Models of the company's entry into the foreign markets.

Topic 4. International marketing management.

Topic 5. The international environment: the economic aspect.

Topic 6. Socio-cultural environment of international marketing.

Topic 7. International political and legal environment.

Topic 8. Global market segmentation.

Topic 9. International marketing research.

Topic 10. International marketing mix development.

Type of examination period control – *computer test*.