

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Проректор з навчально-методичної роботи

Карина СЕМАШКАЛО



МІЖНАРОДНИЙ МАРКЕТИНГ

робоча програма навчальної дисципліни

Галузь знань 29 "Міжнародні відносини"
Спеціальність 292 "Міжнародні економічні відносини"
Освітній рівень перший (бакалаврський) рівень
Освітня програма Міжнародний бізнес

Статус дисципліни обов'язкова
Мова викладання, навчання та оцінювання англійська

Завідувач кафедри

міжнародних економічних відносин

Ірина ОТЕНКО

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

"APPROVED"

Vice-Rector for Educational and Methodical Work

Karina NEMASHKALO



International Marketing
syllabus of the educational discipline

Subject area
Specialty
Level of education
Educational program

29 International Relations
292 International Economic Relations
First (bachelor)
International Business

Discipline status
Teaching language

basic
English

Head of international economic relations department

Doctor of Sciences, prof.

Iryna OTENKO

Kharkiv
2022

APPROVED

at a meeting of the Department of International Economic Relations

Protocol № 1 August 31, 2022

Developer:

Gron O.V. PhD in economics, Associate Professor of the Department of International Economic Relations

**Update and re-approval sheet
in the working program of the educational discipline**

Academic year	Date of the department meeting	Protocol number	Signature of the head of the department

Academic discipline abstract

An important point in the competitiveness of Ukrainian enterprises in the international market is the correspondence of their goods and services to the world level of science and technology, the ability to use modern marketing tools and strategies for entering foreign markets.

International marketing can be considered as an independent type of management within the framework of internationalized entrepreneurship or, in the interpretation of experts, as a component of international business. It is based on the difference from marketing in the home country, the consumer's distance from the manufacturer and the supplier spatially and geographically, as well as the commercial activity of enterprises in segments of other countries with other cultures, social systems and specific economic structure. The marketer in this situation should study all these features in detail to take them into account in the process of segmentation of the target foreign market, the development of a trademark positioning. First, it is about understanding the requests of foreign consumers to solve their problems with their products or services. Successful activity of the enterprise in foreign markets requires knowledge of the system of international economic relations, tendencies, and dynamics of development of world economic processes, foreign economic policy of individual countries and the international market environment. This requires the necessary marketing research to make effective economic decisions. Enterprises also face the problems with strategic decisions, about the development of new products, the time of entering the markets, diversification of directions of its activity.

The purpose of studying the discipline is to develop students' knowledge and skills in making thorough management decisions on the implementation of marketing activities of the enterprise in the international market.

The International Marketing discipline is a basic discipline and is studied in accordance with the curriculum of training of specialists of educational level "bachelor" specialty 292 "International Economic Relations" of all forms of education.

Characteristics of the academic discipline

Year	2
Semester	3
Number of ECTS credits	5
Form of final control	Exam

Structural and logical scheme of the academic discipline studying

Prerequisites	Postrequisites
Macro- and microeconomics	International trade in goods, services, technologies
World Economy and International Economic Relations	International Business and International Entrepreneurship
Country studies and organizational behavior of a foreign enterprise	International Business Communication Technologies
Economics of Business	International contracts

Competences and learning outcomes of the academic discipline

Competences	Learning outcomes
GC 10. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity)	LO15. Determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

	<p>LO21. To understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, considering the peculiarities of intercultural communication at professional and social levels, both state and foreign languages.</p>
<p>SC3. The ability to identify the peculiarities of functioning of the environment of international economic relations and models of economic development</p>	<p>LO4. Systematize and organize the information received on processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations considering the peculiarities of the national and international environment.</p> <p>LO8. To understand, distinguish and describe new phenomena, processes and trends of global development, mechanisms, and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration.</p> <p>LO10. Identify and distinguish the features of functioning subjects of international relations and models of their economic development.</p> <p>LO22. Apply appropriate methods, rules, and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.</p> <p>LO29. To make and justify management decisions on the creation and activity of entrepreneurial structures, to promote internationalization of business in the small- and medium-sized enterprise sector.</p>
<p>SC4. The ability to justify the peculiarities of realization of forms of international economic relations on mega, macro-, meso- and micro levels</p>	<p>LO9. To understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital movement, international monetary-financial and credit relations, mobility of human resources, international technology transfer.</p>
<p>SC5. The ability to carry out comprehensive analysis and monitoring of the world markets, to evaluate changes in the international environment and be able to adapt them.</p>	<p>LO3. Use modern information and communication technologies, general and special -purpose software packages</p> <p>LO4. Systematize and organize the information received on processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations considering the peculiarities of the national and international environment.</p> <p>LO13. To select and skillfully use the analytical tools for studying the state and prospects of development of certain segments of international markets of goods</p>

	<p>and services using modern knowledge about methods, forms, and tools of regulating international trade.</p> <p>LO24. To justify the choice and use information and analytical tools, economic and statistical methods of calculation, complex techniques of analysis and methods of monitoring of the world markets of the world markets</p>
<p>SC8. The ability to determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.</p>	<p>LO4. Systematize and organize the information received on processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations considering the peculiarities of the national and international environment.</p> <p>LO10. Identify and distinguish the features of the functioning of the subjects of international relations and models of their economic development.</p> <p>LO15. Determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.</p> <p>LO20. To defend the national interests of Ukraine, considering the security components of international economic relations.</p>
<p>SC11. The ability to research economic phenomena and processes in the international sphere, considering cause and effect and spatial-temporal relations.</p>	<p>LO8. Understand, distinguish, and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro-Atlantic integration</p>
<p>SC12. The ability to use regulatory documents and reference materials in the implementation of professional activity in the field of international economic relations</p>	<p>LO26. To manage international business, to form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial activity, and others, taking into account the direction of activity of the entity's international business, taking into account the priorities of the start-specialization of the Kharkiv region.</p>
<p>SC18. Ability to solve applied tasks in the areas of planning, analysis, organization and control of international business</p>	

Curriculum

Content module 1. Theoretical aspects and strategic decisions of international marketing

Topic 1. The concept of international marketing

1. *The concept and essence of international marketing.* The subject, goals, and objectives of international marketing. Principles, functions, and methods of international marketing.

2. *Specific features of international marketing.*

3. *Types of implementations of international marketing.*

4. *Current trends in international marketing development.* Global marketing: concept and essence, forms of global marketing, approaches to the implementation of global marketing.

Topic 2. Analysis of the international marketing environment

1. *Features of the international marketing environment.* The external and internal

environment of the company. Typology of the international environment.

2. *Characteristics of the economic environment.*
3. *Socio-cultural environment of international marketing.*
4. *Political and legal environment.*
5. *Other factors of the international marketing environment.*

Topic 3. Research in international marketing

1. *Features of international marketing research.* Difficulties in planning and conducting marketing research of the foreign market.
2. *Typology of international marketing research.* Descriptive, exploratory and causal studies. Cabinet and field research.
3. *Sources of information in international marketing.* Secondary and primary information. Quantitative and qualitative research. Interviews, focus groups, questionnaires (online survey, face-to-face).

Topic 4. Analysis of international competition.

1. *Features of competitors' analysis and competition in international markets.* Types of competition in the market.
2. *Competitiveness of goods in the foreign market.* Economic, technical parameters of competitiveness. Assessment of product competitiveness.
3. *The theory of competitive advantages of M. Porter.*
4. *Types of competitive strategy according to M.Porter.* Cost leadership, differentiation, specialization.

Topic 5. Choosing external markets and way of entering foreign markets

1. *Basic approaches to the choice of foreign markets.* A comprehensive approach. The concept of "four filters"
2. *Stages of international development of the firm.*
3. *Characteristics of ways to enter foreign markets.* Direct export. Franchising. A joint venture. Direct investment.

Topic 6. Segmentation of the world market

1. *Ranking external markets.*
2. *The essence and purpose of international segmentation.* The essence, goals and conditions of segmentation. The content of STP marketing. Typical approaches to the segmentation of the international market.
3. *Chara of segmentation of markets.* Geographical, demographic, psychographic, behavioral.
4. *Market segment coverage strategies. Differentiated, undifferentiated, concentrated marketing.*

Content module 2. Developing a marketing complex in the process of entering foreign markets

Topic 7. Features of product policy in international marketing

1. *Product strategies in international marketing.* The concept of product, multi -level product model. The main factors that influence the choice of product strategy.
2. *Service policy in international marketing.*
3. *Commodity brand, packaging and marking in international marketing.*
4. *Branding in international marketing.* General concepts of branding. International brands, their classification and specificity. Trends in the prospects of international branding.
5. *Strategy and evaluation of international brands.* Brands of countries and territories and the world market.
6. *The life cycle of goods in international trade.* The concept of life cycle.

Topic 8. International Pricing Policy

1. *The concept of world price, types of world prices.* The pricing process. Pricing factors.
2. *Transfer pricing. Formation of export prices.*
3. *Price strategies in international marketing.* Market penetration strategy. The "skimming" pricing strategy.

Topic 9. International distribution and sales policy

1. *Tasks of distribution policy in international marketing.*
2. *Features of product turnover in international markets.*
3. *Criteria for choosing intermediaries.*
4. *Sales strategies in international marketing.*

Topic 10. International Marketing Communications

1. *The main components of a complex of communications.* Integrated communications.
2. *Features of international advertising.* Development of an advertising campaign strategy. Creative advertising campaign strategies.
3. *PR (public relations) in the international communications system. Communications of PR-services of the enterprise with the media.*
4. *Stimulating sales of products.* Activities to stimulate sales in international marketing.

The list of practical (seminar) / laboratory classes, as well as issues and tasks for independent work is given in the table "Rating plan of the discipline".

Teaching and learning methods

During the discipline "International Marketing" such teaching methods as lecture-discussion (topic 1, topic 4, topic 7), problematic lecture (topic 8), lectures-presentations (topic 2, topic 5) are used.

By mastering the first topic, students solve the situational task of identifying the factors that influence the company's decision to enter international markets, and present group work results. In a practical class on the second topic, students work in groups on the task of analyzing and identifying marketing factors (PEST analysis). The laboratory class on the first topic analyzes the trends of export-import in Ukraine. In practical classes on the third topic, students work on problematic business situations in groups, developing a plan for conducting marketing research on entering the company into a foreign market. During the laboratory class on the third topic students develop a questionnaire for research with the help of applications. In a practical class on the fourth topic, students solve situational tasks for evaluating the competitive advantage of an international company, presenting the results of an individual creative task. The laboratory class on the fourth topic assesses the state of competition in the international market and determines the competitive strategy of an international company. In a practical lesson on the topic five, situational tasks about ways to enter the company into the international market are solved. In a laboratory lesson on topic five, students use different models of choosing attractive markets for the company. In a practical lesson six, students identify segments of the international market and evaluate their attractiveness. The students' task for the laboratory class on topic six is to estimate the market capacity and the product demand of individual segments. In a practical class on the topic seven students take part in a business game for the development of product packaging. At laboratory lesson seven, students develop the prices of goods of an international company. In laboratory classes on the topic eight students calculate the effectiveness of sales channels of an international company. In practical lesson nine, the students' task is to present the results of a creative task - creating a communication campaign, taking into account the cultural characteristics of different countries.

When performing module test work and colloquium, students solve problematic tasks about choosing effective marketing tools and approaches in the company's activity in the international market.

Procedure for evaluating of learning outcomes

The system of evaluation of the formed students' competences considers the types of classes that, according to the program of the discipline, provide lecture, practical and laboratory classes, as well as performing independent work. The assessment of the formed competences in higher education applicants is carried out on a cumulative 100-point system. In accordance with the document "On the Procedure for Evaluation of Students' Learning Results under the Cumulative System" S. Kuznets

KhNUE., control measures include:

current control, which is carried out during the semester during lecture and practical classes and is estimated by the number of points scored (maximum amount - 60 points; minimum amount that allows the higher education applicant to pass the exam - 35 points);

Practical classes evaluate the quality of projects completed, the case studies and situational tasks solved and justified, activity of small groups and performing of individual and group projects, participation in debates and business games.

According to the results of the situational tasks and the case studies solving, participation in business game during the practical classes, solving problems in the process of laboratory tasks, the student can get up to 5 points. For perfect tasks during all practical classes and laboratory classes, the student can receive 20 points. The student can get 25 points for solving an individual independent task, group creative task and preparing presentations. During the course, the student performs a control work, for which the student can get 7 points, for the performance of the colloquium, the student can receive the maximum 8 points.

The final control is carried out in the form of a semester exam, according to the schedule of the educational process. The final control of knowledge and competences of higher education applicants in the discipline is carried out based on the semester exam, whose task is to test the students' understanding of the program material as a whole, logic and relationships between individual sections, the ability of creative use to a certain problem of discipline, etc. The exam covers the discipline program and provides for determining the level of knowledge and the degree of mastering of higher education applicants. Each examination test in the course "International Marketing" contains three tasks of different types of complexity: stereotype, diagnostic and heuristic, which check the level of mastering professional competences. The exam task is performed in writing. The result of the semester exam is estimated in points (maximum number - 40 points, the minimum amount entered is 25 points).

The stereotype task of the exam test reveals the level of student's mastering the knowledge of the essence of the concept of international marketing, and understanding the feasibility of using various marketing tools in the activities of an international company.

The diagnostic task reveals the level of students' acquisition of knowledge and ability to determine the factors of PEST-, SWOT analysis of the external and internal environment of an international company; analyzing the situation and identifying the most attractive market segments; diagnostics of pricing factors, analysis of product life cycle; the competitive advantages of the company are its competitors.

The heuristic task reveals a higher level of mastering students' professional competences regarding the analysis of the current situation, identifying problems and choosing effective marketing elements of a marketing complex of an international company; ability to generalize information and draw conclusions; the ability to explain alternative views and their own point of view, to justify the view on a certain problematic issue.

Each exam test includes:

Tests. The maximum number of points is 10, each test is estimated at 1 point.

The stereotype task is estimated at 8 points, of which: 4 - knowledge of theory (definitions, models, stages of the process), understanding of the possibilities of applying theoretical knowledge for certain organizational situations and solving problems; 3 - the sequence and reasoning of the material; 2 - availability of reasonable conclusions and answers;

The diagnostic task is evaluated 10 points, including: 4 - understanding the possibilities of applying theoretical knowledge for certain organizational situations and solving problems; 4 - analysis of the situation and identifying the right approaches to solve the problem situation; the sequence and reasoning of the material; 2 - availability of reasonable conclusions and answers;

Heuristic task is estimated at 12 points, of which - 2 - the possession of theoretical knowledge and their application to solve the problem; 2 - the sequence and reasoning of the material; 2 - application of a creative approach to solving the problem; 2 - originality of the approach to completing the task and presenting the result; 4 - the presence of reasonable conclusions to solve the problem.

Tasks involve solving the typical professional tasks of a specialist in the workplace and allow to diagnose the level of theoretical training of the student and the level of their competence in the discipline.

The result of the semester exam is evaluated in points (maximum number - 40 points, the minimum number enrolled - 25 points) and is affixed in the corresponding schedule of the examination of the accounting of success. A student should be considered certified if the number of points obtained by the results of the final/semester audit of success is or exceeds 60. The minimum number of points for current and module control during the semester is 35 and the minimum possible number of points scored on the exam - 25.

The final assessment of the discipline is calculated considering the points obtained during the exam and the points obtained during the current control over the cumulative system. The total result in the points for the semester is: "60 and more points - pass", "59 and less points - not pass" and is recorded in the summary document "Statement of accounting of success" of the discipline.

Forms of evaluation and distribution of points are given in the table "Rating plan of the discipline".

Rating plan of the discipline

Topic	Forms and types of training		Assessment forms	Max points
Topic 1. Concept of international marketing	<i>Classroom work</i>			
	Lecture	Lecture-discussion: Topic 1. Concept of international marketing. Current trends of international marketing.	Discussion, oral survey	
	Practice lesson	Solving situational problems: factors of influencing the company's decision to enter foreign markets.	Checking and evaluating the results of tasks	5
	<i>Individual work</i>			
	Questions and tasks for independent work	Search, selection and review of literary sources on a given topic. Preparation for classes		
Topic 2. Analysis of the international marketing environment	<i>Classroom work</i>			
	Lecture	Topic 2. Analysis of the international marketing environment	Oral survey	
	Practice lesson	Task Solving: Assessment of the factors of the macro environment of the chosen country. Analysis of export-import volumes in Ukraine. Calculation of transnationality index.	Evaluation of the results of the task	5
	Laboratory class			
	<i>Individual work</i>			
	Questions and tasks for independent work	Small Group Working: Assessing the attractiveness of the chosen country regarding the entry of the enterprise to foreign market	Presentation by a group of results of the task	
Topic 3. Research in	<i>Classroom work</i>			
	Lecture	Topic 3. Research in international marketing	Oral survey	
	Practice lesson	Task: Create the plan of marketing research.	Evaluation of	5

international marketing	Laboratory class	Develop a questionnaire for the marketing research.	the results of the task	
	Individual work			
	Questions and tasks for independent work	Search, selection and review of literary sources on a given topic, fulfillment of the creative task "PEST-analysis of the country at the choice of student"	Homework check	
Topic 4. Analysis of international competition	Classroom work			
	Lecture	Lecture-discussion: Topic 4. Analysis of international competition	Oral survey	
	Practice lesson	Task Solving: Assessing Market attractiveness and competitive positions	Evaluation of the results of the task	5
	Laboratory class			
	Individual work			
Questions and tasks for independent work	Search, selection and review of literary sources on a given topic. Preparation for classes	Control task	7	
Topic 5. Choosing external markets and way of entering foreign markets	Classroom work			
	Lecture	Topic 5. Choosing external markets and way of entering foreign markets	Oral survey	
	Practice lesson	Case stadium: 1. Evaluation of ways of exiting domestic enterprises into foreign markets. 2. Comparative characteristics of the enterprise exit strategies to foreign markets.	The results of performing the case study	5
	Laboratory class			
	Individual work			
Questions and tasks for independent work	Creative task: justifying the method of entering the company into the foreign market Search, selection and review of literary sources on a given topic.	Evaluation of the results of the task		
Topic 6. Segmentation of the world market	Classroom work			
	Lecture	Topic 6. Segmentation of the world market	Oral survey	
	Practice lesson	Market segmentation depending on the goals of the company in the foreign market	Evaluation of the results of the group task	5
	Laboratory class			
	Individual work			
Questions and tasks for independent work	Search, selection and review of literary sources on a given topic.			
Topic 7. Features of product policy in intern	Classroom work			
	Lecture	Topic 7. Features of product policy in international marketing	Oral survey	
	Practice lesson	Development of commodity characteristics, packaging, choosing a color scheme while entering international markets	The results of performing the case study	5
	Laboratory class			
Individual work				

ational marke ting	Questions and tasks for independent work	Search, selection and review of literary sources on a given topic. Preparation for classes		
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Topic 8. International pricing policy	<i>Classroom work</i>			
	Lecture	Topic 8. International pricing policy. Incoterms rules, their application in international practice in price calculations, calculation of the export price of goods	Oral survey	
	Practice lesson	Topic 9. International distribution and sales policy. Substantiation of the choice of sales channel when entering foreign markets. Substantiation of involvement of intermediaries while entering the international market	Evaluation of the results of the task	5
	<i>Individual work</i>			
	Questions and tasks for independent work	Search, selection and review of literary sources on a given topic. Price strategies of well-known world companies on the example of Zara Case	The results of performing the case study	
Topic 10. International Marketing Communications.	<i>Classroom work</i>			
	Lecture	Topic 10. International Marketing Communications.	Oral survey	
	Practice lesson	Analysis of examples of advertising communications of global companies in different international markets. Development of components of a communication company of an enterprise when entering international markets	The results of performing a creative task	5
	<i>Individual work</i>			
	Questions and tasks for independent work	Search, selection and review of literary sources on a given topic. Preparation for classes	Colloquium	8
Session	Consultation before exam	Solving practical problems on different topics that are included in the final control	Final control	40
	Exam	Performing the tasks		
	Preparation for the exam	Repeat materials of content modules		
Total				100

Recommended literature

Basic

1. Shtal T.V. International marketing: tutorial book/ T.V. Shtal, I.E. Astakhova, V.O. Kozub. - Kharkiv: S. Kuznets KhNUE, 2019. - 275 p.
2. International marketing: tutorial book / ed. by A.A. Mazaraki, T.M. Miller. – Kyiv: Kyiv. Nat. Ec.-Trade. Univ, 2018. – 448 p.
3. Knyazeva T.V. International marketing: tutorial book / T.V. Knyazeva, Y.P. Kolbushkin, S.V. Petrovskaya, S.F. Smerichivsky, V.L. Sibruk; Ministry of Education and Science of Ukraine, National Aviation University. - Kyiv: NAU, 2019. - 162 p.
4. International marketing: tutorial book / Ya. S. Larina and others; Ed. by O.I. Babicheva. - Kyiv: Helvetika, 2018. - 451 p.
5. International marketing. Tutorial book / Ed. by Yu. G. Kozak, S. Smychek, I.L. Litovchenko. Kyiv: Center for Educational Literature, 2019. - 302 p.

Additional

6. Svend Hollensen. Global Marketing. Pearson Education, 2021. – 808 p.
7. Gron O.V. Stakeholder concept in international business // International Scientific Journal “Internauka”. Series: “Economic Sciences” №5, 2021. <https://doi.org/10.25313/2520-2294-2021-5> - 2021. -.
8. Bozhkova, V. V., Ptashchenko, O. V., Saher, L. Y., & Syhyda, L. O. (2018). Transformation of marketing communications tools in the context of globalization Marketing and Management of Innovations, 1, 73-82. <https://doi.org/10.21272/mmi.2018.1-05>

Information resources

9. The site of S. Kuznets KhNUE. Discipline "International marketing" // [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=5360>