

Course: International Marketing	ECTS Points: 4
Course Code:	
Language: English	
Course description: educational content – elective, optional course	
Lecturer: Dr Marek Kruk	
Semester: <u>winter</u> /summer	Number of hours: 45 Lecture: 30 Classes: 15
<u>Courses to be completed before enrollment to the course:</u>	
Basic course of Marketing	
<u>Substantive content</u>	
Lectures	Number of Hours
The International Marketing Environment Social and Cultural Considerations in International Marketing Assessing the Political Environment The International Legal Environment	4
Planning and Managing Market Entry Strategies and Products International Marketing Management Marketing Consumer Products and Services Globally International Business-to-Business Marketing	6
Global Distribution and Pricing Channels of International Distribution Marketing Logistics and Exporting International Pricing Strategies	6
International Promotion, Sales, and Negotiation Global Marketing Communication and Advertising International Selling and Sales Management Negotiation with International Customers, Partners, and Regulators	6
International Marketing Plan International Marketing Planning Process Outline of an International Marketing Plan	4
International Marketing in Practice Case studies and students projects presentation	4
<u>Aim of the course:</u>	
<p>This course aims to provide an analytical but practical approach to the subject area of marketing management in an international context. The course will equip students with the skills and competences required to analyse and solve marketing problems relating to both individual consumers and business-to-business customers. The problem-solving approach covers areas such as customer roles, customer attitudes and behaviours; segmentation; marketing research methods; marketing communications; and distribution. The course is delivered in an international setting and illustrated with cases.</p>	
<u>Teaching methods:</u>	
Lecture with class discussion and students presentations, also case studies	
<u>Literature:</u>	
<ol style="list-style-type: none"> 1. R. M. Joshi, <i>International marketing</i>, Oxford University Press, New Delhi 2014 2. <i>International Marketing in Europe</i>, ed. by M. Szymura-Tyc, University of Economics, Katowice 2012 3. M. R. Czinkota, I. A. Ronkainen and G. Zvobgo, <i>International Marketing</i>, South-Western Cengage Learning, 2011 	
<u>Forms and conditions of credit:</u>	
Final group project	