



Syllabus of the educational discipline
«International marketing B2C»

Branch of Knowledge	<i>All</i>
Specialty	<i>All</i>
Educational level	<i>First (Master)</i>
Type of discipline	<i>Elective</i>
The language of teaching, learning and rating	<i>English</i>
Year / semester	<i>1 year, 1 semester</i>
Number of credits ECTS	<i>Number of credits according to curriculum 5</i>
Distribution by types of trainings and hours of study	<i>Lectures – 20 hours</i> <i>Practical classes – 20 hours</i> <i>Individual work – 110 hours</i>
Form of final assessment	<i>Test</i>
Department	<i>Marketing , room 413, 702-02-65, http://www.eim.hneu.edu.ua/</i>
Teacher' contacts	<i>Lysytsia Nadiia, professor</i>
Contact Information teacher	<i>nashakafedra_eim@ukr.net</i>
Days of the classes	<i>Wednesday</i>
Consultations	<i>By arrangement remotely on the platform Meet, Zoom</i>

Purpose of the discipline:

The purpose of the discipline is to let students form a combination of knowledge and skills about the modern concept of international marketing, about the conditions, mechanism and tools of its use in the activities of enterprises.

Prerequisites for learning

List of previously listened disciplines: Marketing, Marketing Communications, Consumer Behavior, Brand Management

Program of the discipline

Theme 1. Theoretical and methodological foundations of international marketing

- 1.1 Why International Trade Grows
- 1.2. Benefits of Entering Foreign Markets
- 1.3. Difficulties of Entering Foreign Markets.

Theme 2. International marketing environment

- 2.1. Economic Conditions Create Markets
- 2.2. Stages of Economic Development
- 2.3. Assessing Global Target Markets

Topic 3. International marketing research

- 3.1 Collecting Data Through Observation
- 3.2. Collecting Data Through Surveys
- 3.3. Analyzing Information and Generating Conclusions

Theme 4. Segmentation of the world market

- 4.1. Consumer Behavior Defines Target Markets



- 4.2. Stimuli That Influence Consumer Behavior
- 4.3. How Interpersonal Variables Influence Consumer Behavior

Topic 5. The choice of foreign markets and the way to enter the foreign markets

- 5.1. Sales Potential
- 5.2. Forecasts Help Plan and Achieve Marketing Goals
- 5.3. Organizational Market Forecasting Strategies

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

Theme 6. Features in international marketing

- 6.1. Prices Influence Sales, Profits and Marketing Mixes
- 6.2. Prices Support Marketing Mix Elements
- 6.3. Political and Legal Climate

Theme 7. International pricing policy

- 7.1. Pricing Strategies Help Achieve Marketing Goals
- 7.2. Penetration Strategy
- 7.3. Forms of Price Discrimination

Theme 8. Cultural influences on international markets

- 8.1. Cultural Competence and Global Strategic Planning
- 8.2. Values Guide Behavior
- 8.3. Language Competence Creates Trust

Topic 9. International marketing communications

- 9.1. Advertising, PR
- 9.2. Product Brands. Definitions and Decisions.
- 9.3. Product Line and Mix Strategies.

Topic 10. International promotion planning

- 10.1. Promotion Mix Elements.
- 10.2. Managing Promotion Personnel Abroad
- 10.3. Advertising Around the World.

Material and technical support (software) of the discipline

multimedia equipment

**Course page on the Moodle platform
(personal training system)**

Work program of the training course, technological map, methodical instructions for independent work and practical classes, CCP, presentations of lectures, sample of the pass

*on
ticket <https://pns.hneu.edu.ua/course/view.php?id=5032>*

Recommended literature

Main

- 1. Джерелиевская М.А. Установки коммуникативного поведения: диагностика и прогнозирование в конкретных ситуациях. – М.: Смысл, 2000. – 191с.
- 2. Международный маркетинг / под ред. М.Э. Сейфулаева. М.: Юнити-Дана. -2004. – 319с.



3. Лисица Н.М., Рогожин В.Д., Юрченко В. В. Международный маркетинг. Учебн.пособ. – Х. Издательский дом «ИНЖЭК». – 2004. – 176с.
4. Міжнародний менеджмент: Навч. посіб. / Піддубний І. О., Астахова І. Е., Бондаренко Л. М., Лисица Н. М., Піддубна Л. І., Резнікова Т. О., Стахорська С. І./ За ред. проф. І. О. Піддубного. – Харків: ВД «ІНЖЕК», 2004. – 252 с.
5. Черенков В.И. Международный маркетинг: учебное пособие. – СПб. –ИВЭСЭП. Знание. 2003. – 848с.

Additional

6. Assael A. Consumer Behavior and Marketing Action. 5-th ed. South-West Publishing Co., 1995. – 750p.
7. Bourdier P. Distinction: A Social Critique of Taste, trans. R. Nice, London: Routledge and Kegan Paul, 1984. – 250p.
8. Бове К.Л., Аренс У.Ф. Поведение потребителя и сегментирование рынка // Психология и психоанализ рекламы. – Самара: Изд.Дом БАХРАХ-М, 2001. – С.619-669
9. Дэниелс Джон Д. Международный бизнес: внешняя среда и деловые операции/ Джон Д. Дэниелс, Ли Х. Радеба; Пер. с англ.. – 6-е изд. – М.: Дело, 1998. – 784 с.
10. Hawkins D.I., Best R.J. Coney K.A. Consumer Behavior: Implications for Marketing Strategy. 6-th ed. IRWIN, 1995. – 649p.
11. Льюис Р. Д. Деловые культуры в международном бизнесе. От столкновения к взаимопониманию. Пер. с англ. - М.: Дело, 2001. – 448с.
12. Mowen J.C. Consumer Behavior. 4-th ed. Macmillan Publishing Co., 1995. – 862p.
13. Маркетинг: Учебник / А.Н. Романов, Ю.Ю. Корлюгов, С.А. Красильников и др.; Под ред. А.Н. Романова. – М.: Банки и биржи, ЮНИТИ, 1996. – 560с.
14. Международный менеджмент. Учебник для вузов / Под ред. С. Э. Пивоварова, – СПб.: Питер, 2000. – 624 с.
15. Осика С. Г. Світова організація торгівлі./ С. Г. Осика, В. Т. Пятницький – К.: «К.І.С», 2004. – 516 с.
16. Пономаренко В. С. Механизм управления предприятием: стратегический аспект / В. С. Пономаренко, Е. Н. Ястремская, В. М. Луковский. – Харьков: Изд. ХГЭУ, 2002. – 252 с.
17. Портер М. Международная конкуренция. Конкурентные преимущества стран: Пер. с англ. – М.: Международные отношения, 1993. – 896 с.
18. Sandhusen R. L. International marketing. – New York: Barron's Educational Series, Inc., 1997. – 481p.

Informational resources in Internet

19. Закон України «Про охорону прав на знаки для товарів і послуг». Режим доступу: <http://zakon.rada.gov.ua/laws/show/3689-12>
20. Закон України «Про рекламу». Режим доступу: <http://zakon2.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80>

Assessment system of learning outcomes

During the current control, the student receives a maximum of 100 points and is considered certified if he received at least 60 points.

More detailed information on assessment is given in the technological map of the discipline.

Material and technical support (software) of the discipline

Accumulation of rating points in the discipline

Types of training	Max points
Lectures work	10
Practical classes work	10
Creative tasks	40



Presentations	20
Written Test	20
Max points	100

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 1000-point scale	ECTS assessment scale	Assessment on the national scale	
		For exam, differentiated test, course project, practice, training	For pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX		
1 – 34	F	unsatisfactory	Not pass

Discipline policies
Policy of academic integrity,
Absenteeism policy,
Policy to perform tasks later than the deadline,
etc.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (link)

Syllabus approved at the meeting of the Department 20.08. 2020 Protocol № 1