

## Information sheet for the course

<b>University:</b> <i>Alexander Dubček University of Trenčín</i>	
<b>Faculty:</b> <i>Faculty of Social and Economic Relations</i>	
<b>Course unit code:</b> KMaREZ/MeMAJ/ 2lz1dC/22	<b>Course unit title:</b> <i>International Marketing in English language</i>
<p><b>Type, scope and method of learning activities:</b>  <i>Weekly number of teaching hours in the form of lectures: full-time form 2/0;</i>  <i>Teaching method: face to face / combined</i></p> <p><i>Weekly number of teaching hours in the form of lectures: part-time form 2/0;</i>  <i>Teaching method: face to face / combined</i></p>	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> <i>2<sup>nd</sup> semester in the full-time form of study and 2<sup>nd</sup> semester in the part-time form of study within the Human Resources and Personnel Management study program</i>	
<b>Degree of study:</b> <i>II. (Master)</i>	
<b>Course prerequisites:</b>	
<p><b>Assessment methods:</b>  <i>A student may receive a maximum of 100 points in total, including 40 points for the preliminary assessment and 60 points for the final assessment.</i>  <i>The preliminary assessment consists of:</i>  <i>- semester paper</i>  <i>The final assessment consists of:</i>  <i>- a test.</i>  <i>Assessment:</i>  <i>A from 100-93 points; B from 92-85 points; C from 84-76 points; D from 75-68 points; E from 67-60 points, Fx less than 60 points.</i></p>	
<p><b>Learning outcomes:</b>  <i>By completing the course the student will acquire basic theoretical and methodological knowledge in the field of international marketing. He will know the specifics of doing business in international markets. The student will be able to practically apply the acquired knowledge especially in the field of foreign trade, should be able to choose the right strategy of entering the international market. The student will understand the essence of doing business on the international market, the individual elements of of the marketing mix applied in the international environment, and the implementation of selected marketing strategies.</i>  <i>Theoretical knowledge:</i>  <i>- Apply specific human resource management methods and approaches in organizations appropriate to these conditions and contexts.</i>  <i>Practical skills:</i>  <i>- Generate interest and attract potential candidates capable of filling job vacancies in an organization in international markets.</i>  <i>Competencies:</i>  <i>- Innovativeness/creativity/conceptual thinking. Graduates have a creative and imaginative approach to work. They are able to observe, critically sort and independently implement the latest knowledge into practice. They have the ability to respond flexibly to unexpected situations and to use their improvisational skills, adaptability and flexibility in thinking. They are able to identify and develop individuals with high who create significant value for the organisation.</i></p>	

**Course contents:**

1. Characteristics and role of international marketing in economy and society. Defining basic concepts in international marketing.
2. Corporate philosophy and strategic planning in the international environment.
3. Marketing environment and its levels. Micro and macro environment in terms of international marketing, specifics of the international environment.
4. International marketing research, investigation of the international environment.
5. Foreign market selection and foreign market entry strategies.
6. Market segmentation, selecting the right target market.
7. Marketing mix in the international environment.
8. Product and product policy in the international environment.
9. Distribution and distribution policy in the international environment.
10. Price and pricing policy in an international environment.
11. Marketing communication in an international environment.
12. Implementation of marketing strategies in the international environment. Processes of globalisation, the impact of the European area on marketing.

**Recommended and required reading:**

- Cateora, Ph. - Graham, J. - Gilly, M.: *ISE International Marketing 18th Edition*. McGraw-Hill. 2021. ISBN: 978-1260547870
- Boone, L.E. - Kurtz, L.: *Contemporary Marketing 18th Edition*. Cengage Learning, 2018. ISBN: 978-0357033777
- Kotler, Ph. - Keller, K.L.: *Marketing Management, Global Edition* Pearson Education Limited, 2015. ISBN: 978-1292092621
- Waller, T.: *Personal Brand Management*. Springer. 2020. ISBN: 978-3030437435

**Language:** English**Remarks:**

The subject is elective. Instruction will be provided according to capacity and student interest.

Full-time study:

- Lectures = 24 hours
- Preparation for lectures = 24 hours
- Preparation of seminar paper = 12 hours
- Test preparation = 15 hours

Total: 75 hours

Student contact workload: 24 hours,

non-contact: 51 hours

External study:

- Lectures = 10 hours
- Preparation for lectures = 28 hours
- Seminar paper preparation = 12 hours
- Test preparation = 25 hours

Total: 75 hours

Student contact workload: 10 hours,

non-contact: 65 hours

Note: (3\*25 = 75, 1 credit represents 25-30 hours of student work)

**Evaluation history:**

Total number of evaluated students:

A	B	C	D	E	FX

**Lecturers:**

<i>prof. Yurij Bilan, Ph.D.</i>
<b>Last modification:</b>
<b>Approved by:</b> <i>Doc. PhDr. Zoltán Rózsa, PhD.</i>