

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Simon Kuznets Kharkiv National University of Economics

“APPROVED”
Deputy Head
(vice-rector for scientific and
pedagogical work)

Afanasiev M. V.



International Marketing B2C
work program of the discipline

Branch of Knowledge **All**
Specialty **All**
Educational level **Second (Master's degree)**
Educational Program **All**

Type of discipline Elective
The language of teaching, learning and rating English

Head of the Department
Economics and Marketing



prof. P. Orlov

Kharkiv
S. Kuznets KhNUE
2019

APPROVED

at the meeting of the Department of Economics and Marketing
Minutes No. 1 dated August 27, 2018

Developers:

N.Lysytsia, D.Sc., Prof., Department of Economics and Marketing,

**Letter of renewal and re-approval
of the work program of the academic discipline**

Academic year	Date of the meeting of the Department - developer of the WPAD	Protocol number	Signature of the head of the department

1. Introduction

Abstract of the discipline:

Under current conditions of business, international marketing becomes a prerequisite for achieving the company's success in the foreign market, as it orientates the enterprises to the needs, requirements and trends of the development of target markets, it allows to direct the company's activities correctly, promotes strengthening of the competitive positions of the enterprise and creates the basis for effective foreign economic policy. In addition, the need to use the tools of international marketing increases with the spread of globalization processes and intensification of competition, which forces companies to react more quickly to unexpected changes in the market environment and adapt to them.

"International Marketing B2C" - should be considered as part of the whole system of knowledge in the field of marketing. At the same time, the given discipline covers issues that are not considered within the framework of marketing in the domestic market. This is an assessment of the necessity, expediency and efficiency of sales on foreign markets; selection of the most profitable and perspective markets; choice of exit strategy for the foreign market; direct development (or adaptation) of the marketing complex for each particular market and the choice of the type of organization of international marketing activities.

In addition, the discipline "International Marketing B2C" deals with the issues of conducting international marketing research in detail; sources of international marketing information; segmentation of target foreign markets.

The main provisions of the discipline are of scientific and practical interest. Therefore, this program, in addition to lectures, provides for conducting practical classes, seminars, as well as compulsory independent work of students.

During the development of the complex in the discipline "International marketing B2C", the legislative acts of Ukraine concerning foreign economic activity, advertising activity, trademark registration, international acts regulating marketing activity, as well as work of domestic and foreign authors, experts in theory and practice of international marketing were used.

The academic discipline "International Marketing B2C" is an elective discipline and is studied in accordance with the curriculum for the training of specialists of the educational degree "Master" for students of all specialties of all forms of study.

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.

Year	1M	
Semester	1	
Number of credits ECTS	5	
Auditory studies	lectures	20
	practical	20
Independent work	110	
Form of final checking	credit	

Structural-logical scheme of studying the discipline:

Previous disciplines	The following disciplines
Marketing	International Marketing
Marketing Communications	Relationship Management
Behavior of consumers	
Brand Management	

2. Competences and results of studying a discipline:

Competency	Learning results
Ability to determine the essence of international marketing	Mastering and use of methods for collecting, analyzing and assessing marketing information
Ability to justify the expediency of entering foreign markets, analysis of the international marketing environment	Skills to develop methods for diagnosing the state of the internal and external environment of the international business of the enterprise, analysis and identification of key factors of international marketing interaction
Ability to use the results of international marketing research	Experience of analysis of trends and changes in target foreign markets, which can affect enterprise international marketing
Ability to use the promotion of international services on the market	Experience in analyzing the trends of international marketing that are characteristic of developed and developing countries;
Ability to organize effective communication in international marketing	Habits to assess the competitive behavior of foreign market actors, their resource capabilities, level of marketing activity and state mechanisms of support of foreign economic activity;
Ability to use advertising as a way of forming loyalty of consumers in international markets	Identification of socio-cultural peculiarities of consumer behavior in foreign markets
Ability to organize and plan international marketing activities	Analysis of the existing system of enterprise marketing organization, development of recommendations for improving the system functioning
Ability to determine the way in which an enterprise moves to a foreign market and justifies the criteria for choosing foreign markets.	Ability to control and assess the level of implementation of management actions and decisions at individual stages of the enterprise international marketing management process.
Ability to identify the specifics of international marketing research, groups of countries according to various criteria, justify the strategy of covering market segments.	Ability to initiate monitoring market research in foreign markets, analyze primary and secondary marketing information.
Ability to develop (adapt to the international market) the international	Skills to offer adaptation models of international marketing for the enterprise;

marketing complex.	
	Ability to develop pilot marketing programs to promote the product to the international market.

3. Program of the discipline

Content module 1. Specific features of international marketing

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. Analysing 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. Organisational 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.

3. Evaluation of the results of teaching

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Evaluation of the developed competencies of students is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Evaluation of the Results of Students' Learning Based on the Accumulated Point-Rating System" of S. Kuznets KhNUE, control measures include:

current control carried out during the semester at lectures, practical and seminars classes and is evaluated by the sum of the points scored (maximum amount - 100 points);

modular control carried out in the form of a written control work as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to get an integrated evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module;

final / semester control, conducted in the form of a written control work, according to the schedule of the educational process.

The procedure for carrying out the current evaluation of students' knowledge. Evaluation of student's knowledge during seminars and practical classes and doing individual tasks is carried out according to the following criteria

understanding, degree of mastering of the theory and methodology of the problems under consideration; the degree of mastering of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speaking in the audience, ability to substantiate their position, generalize information and draw conclusions; arithmetic correctness of doing an individual and complex calculation task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating extracurricular independent work of students are as follows: depth and strength of knowledge, level of thinking, ability to systematize knowledge on specific topics, ability to make sound conclusions, possession of categorical

apparatus, skills and techniques for doing practical tasks, ability to find necessary information, carry out its systematization and processing, self-realization at practical studies and seminars.

The final control of knowledge and competences of students in the discipline is carried out on the basis of a credit, the task of which is to check the student's understanding of the program material in general, logic and interrelations between the individual sections, ability to use the accumulated knowledge creatively, ability to formulate their attitude to a particular problem of the discipline etc.

The result of the credit is shown in the corresponding column of the exam's "Information on the record of success".

A student should be **considered certified** if the sum of the points obtained on the basis of the results of the final / semester credit of academic performance is equal to or exceeds 60.

The total score of the points for the semester is: "60 and more points are credited", "59 and less points are no credit" and entered in the "Record of Success" of the academic discipline.

Distribution of points by weeks

(specify means of evaluation according to the technological card)

Themes of the content module			Lecture classes	Practical classes	Creative task	Presentation	Written control work	Total
Content module 1.	Theme 1	week1	1	1				2
	Theme 2	week 2	1	1				2
	Theme 3	week3	1	1			10	12
	Theme 4	week 4	1	1	20			22
	Theme 5	week 5	1	1				2
Total for the content module 1			5	5	20		10	40
Content module	Theme 6	week 6	1	1				2
	Theme 7	week 7	1	1				2
	Theme 8	week 8	1	1			10	12
	Theme 9	week 9	1	1	20			22
	Theme 10	week 10	1	1		20		22
Total for the content module 2			5	5	20	20	10	60
Total			10	10	40	20	20	100

Scale of grading: national and ECTS

Total score for all types of educational activities	Score ECTS	Score on a national scale	
		for exam, course project (work), practical studies	for credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	no credit
1 – 34	F		

4. 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., Лисиця 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.
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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>