



The syllabus of the discipline *International marketing*

Specialty	<i>051 Economics</i>
Educational program	<i>International Economics</i>
Educational level	<i>first (bachelor's)</i>
Discipline status	<i>Compulsory</i>
Language	<i>English</i>
Course / semester	<i>4 / 7</i>
Number of ECTS credits	<i>5</i>
Distribution by types of classes and hours of study	<i>Lectures – 24 h. Practicies – 24 h. Self Study –102 h.</i>
Control	<i>Exam</i>
Department	<i>Department of International Economics and Management, Nauky ave., 9A, Kharkiv, 61000. Main camp., room 201, +38 (057) 702-18-32, http://mev.hneu.edu.ua/international-economics-and-management/</i>
Teacher	<i>Proskurnina Nadiia, Doctor of Economics, Head of the Department of International Economics and Management</i>
Contact Information	<i>nadiia.proskurnina@hneu.net</i>
Class days	<i>Lectures: On Schedule Practices: On Schedule</i>
Consultations	<i>Consultations face-to-face/remote; by agreement on the initiative of the applicant; individual</i>
<i>The purpose of the discipline is to form a system of theoretical knowledge, applied skills and abilities to develop an effective marketing complex in the international market, effective management of enterprise marketing in the international market and making optimal management decisions to enter the international market in a changing environment.</i>	
Prerequisites for learning <i>Marketing, management, business economics, statistics, economic analysis</i>	
The content of the discipline	
Content module 1. International marketing in the system of economic relations of international entrepreneurship	
Topic 1. Theoretical foundations of international marketing.	
Topic 2. International marketing environment: economic aspect, socio-cultural and political-legal environment.	
Topic 3. International marketing research.	
Topic 4. Strategies of segmentation and positioning in international marketing.	
Topic 5. The choice of foreign markets. Models of the firm's entry into the foreign market.	
Content module 2. Complex of international marketing and management of marketing opportunities in foreign markets.	
Topic 6. International marketing complex: product policy	
Topic 7. International pricing policy	
Topic 8. International distribution channels	
Topic 9. International marketing communications	
Topic 10. Management of international marketing activities	
Topic 11. Modern problems and trends in international marketing. Principles of international marketing in Ukraine	
Complex (software) of the discipline	



Electronic learning support system - Moodle, which contains supporting materials for the theoretical course of the discipline, methodological support for practical classes and individual tasks, test tasks.

Software: Microsoft Office

Course page on the Moodle platform (personal training system)

*The educational and methodical providing (the working program of educational discipline, the technological map of discipline, methodical recommendations for performance of practical works and individual tasks on discipline is placed). The course also contains lectures and practical assignments on topics.
<https://pns.hneu.edu.ua/course/view.php?id=8053>*

Learning outcomes assessment system

The system of assessment of the formed competencies of the applicants takes into account the types of classes, which according to the curriculum of the discipline include lectures, practical classes, as well as independent work. Assessment of the formed competencies is carried out according to the accumulative 100-point system. In accordance with the Provisional Regulation "On the procedure for assessing the learning outcomes of students on the cumulative point-rating system" KhNEU. S. Kuznets.

Explanations of the minimum and maximum number of points assigned to applicants in mastering the discipline are given in the work program and technological map of the discipline.

Course policy

The discipline requires: preparation for practical classes; elaboration of the recommended basic and additional literature. Preparation for practical classes includes: acquaintance with the program of the discipline; study of theoretical material; performance of tasks proposed for self-study; performance of individual tasks. Completed individual tasks of the applicant must demonstrate signs of independence of the tasks, the absence of signs of recurrence and plagiarism. The work in which signs of recurrence or plagiarism will be revealed will not be credited, the assessment for such work will not be exposed. The presence of higher education students in practical classes is mandatory. Classes missed for good reasons must be completed. Applicants for higher education must adhere to educational and academic ethics and the schedule of the educational process; to be balanced, attentive. The score for a task that is completed and passed later than the deadline is reduced.

More detailed information on competencies, learning outcomes, teaching methods, assessment forms, independent work is given in the Work program of the discipline (<https://pns.hneu.edu.ua/course/view.php?id=8053>).

The syllabus was approved at a meeting of the Department of International Economics and Management 25.03.2023 p. Protocol № 7