

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialization/ diploma path	-							Study profile	-
Course name	International Marketing							Course code	IS-FM-00101S
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	summer
		30						No. of ECTS credits	5
Entry requirements	Marketing								
Course objectives	Familiarize students with the process of internationalization of the company and marketing strategies in the international markets. Develop the skills to plan and create strategies for entering international markets, including adapting marketing activities to the requirements of the international market in the framework of team workshop. Develop social competencies in interaction and collaboration within the group.								
Course content	The essence and elements of international marketing. Motives of internationalization of enterprises. Forms of entry into foreign markets. International business environment. Organisation of marketing in the international company. Marketing strategies at the international markets. International business orientations. Marketing information system at the international markets. Segmentation, targeting, and positioning in international marketing. Instruments of marketing mix in international marketing.								
Teaching methods	multimedia presentations, case study analysis method, discussions based on selected literature								
Assessment method	Written test, group project, assessment of activity during the classes								
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study	
L01	Student identifies and describes the essence of the strategy of internationalization of the company, defines the problems of entering international markets.							-	
L02	Student elaborates and characterizes the marketing efforts of companies on international markets.							-	
L03	Analyses case studies of companies operating on international market.							-	
L04	Properly designs and adopts the marketing strategy of an internationalized enterprise.							-	
L05	Student works in a team, engages, and demonstrates creativity in the preparation of a group project.							-	

Symbol of learning outcome	Methods of assessing the learning outcome	Type of teaching activities (if more than one) during which the outcome is assessed	
L01	written test	C	
L02	written test	C	
L03	assessment of the prepared group project and its presentation, assessment of activity during the classes	C	
L04	assessment of the prepared group project and its presentation, assessment of activity during the classes	C	
L05	assessment of the prepared group project and its presentation, assessment of activity during the classes	C	
Student workload (in hours)		No. of hours	
Calculation	participation in classes	30	
	preparation for classes/working on case studies	20	
	working on group project	35	
	working on multimedia presentation	10	
	participation in student-teacher sessions related to classes	10	
	preparation to test	20	
	TOTAL:	125	
Quantitative indicators		HOURS	No. of ECTS credits
Student workload – activities that require direct teacher participation		40	1,6
Student workload – practical activities Student workload – practical activities:		85	3,4
Basic references	<ol style="list-style-type: none"> 1. Stanley Paliwoda J., International marketing, Oxford: Butterworth-Heinemann, 1994 2. Terpstra, Vern., and Ravi. Sarathy. International Marketing. 6th ed. Fort Worth: Dryden, 1994. Print. 3. Steenkamp, Jan-Benedict. Global Brand Strategy. London: Palgrave Macmillan UK, 2017. Web. 		
Supplementary references	<ol style="list-style-type: none"> 1. Paliwoda, Stanley J. The Essence of International Marketing. New York: Prentice-Hall, 1994. Print. The Essence of Management Ser. 2. Dahringer, Lee D., and Hans. Mühlbacher. International Marketing : A Global Perspective. Reading: Addison-Wesley Publ., 1993. Print. 3. Krafft, Manfred, Jürgen Hesse, Jürgen Höfling, Kay Peters, and Diane Rinas. International Direct Marketing. 1. Aufl. ed. Berlin, Heidelberg: Springer-Verlag, 2007. Web. 4. Agarwal, James, and Terry Wu. Emerging Issues in Global Marketing. Cham: Springer International AG, 2018. Web. 		
Organisational unit conducting the course	Department of Marketing and Tourism	Date of issuing the programme	
Author of the programme	Yauheniya Barkun, MA	14.02.2022	