

## COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
<b>Field of study</b>	<b>Management</b>							<b>Degree level and programme type</b>	<b>first degree/ second degree</b>
<b>Specialization/ diploma path</b>	-							<b>Study profile</b>	-
<b>Course name</b>	<b>International Marketing</b>							<b>Course code</b>	<b>IS-FM-00101W</b>
								<b>Course type</b>	<b>elective</b>
<b>Forms and number of hours of educational activities</b>	<b>L</b>	<b>C</b>	<b>LC</b>	<b>P</b>	<b>SW</b>	<b>FW</b>	<b>S</b>	<b>Semester</b>	<b>winter</b>
		30						<b>No. of ECTS credits</b>	5
<b>Entry requirements</b>	<b>Marketing</b>								
<b>Course objectives</b>	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.								
<b>Course content</b>	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.								
<b>Teaching methods</b>	multimedia presentations, case study analysis method, discussions based on selected literature								
<b>Assessment method</b>	Written test, group project, assessment of activity during the classes								
<b>Symbol of learning outcome</b>	<b>Learning outcomes</b>							<b>Reference to the learning outcomes for the field of study</b>	
<b>L01</b>	Student identifies and describes the essence of the strategy of internationalization of the company, defines the problems of entering international markets.							-	
<b>L02</b>	Student elaborates and characterizes the marketing efforts of companies on international markets.							-	
<b>L03</b>	Analyses case studies of companies operating on international market.							-	
<b>L04</b>	Properly designs and adopts the marketing strategy of an internationalized enterprise.							-	
<b>L05</b>	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	
	<b>TOTAL:</b>	125	
Quantitative indicators		HOURS	No. of ECTS credits
<b>Student workload – activities that require direct teacher participation</b>		<b>40</b>	<b>1,6</b>
<b>Student workload – practical activities Student workload – practical activities:</b>		<b>85</b>	<b>3,4</b>
<b>Basic references</b>	<ol style="list-style-type: none"> <li>1. Stanley Paliwoda J., International marketing, Oxford: Butterworth-Heinemann, 1994</li> <li>2. Terpstra, Vern., and Ravi. Sarathy. International Marketing. 6th ed. Fort Worth: Dryden, 1994. Print.</li> <li>3. Steenkamp, Jan-Benedict. Global Brand Strategy. London: Palgrave Macmillan UK, 2017. Web.</li> </ol>		
<b>Supplementary references</b>	<ol style="list-style-type: none"> <li>1. Paliwoda, Stanley J. The Essence of International Marketing. New York: Prentice-Hall, 1994. Print. The Essence of Management Ser.</li> <li>2. Dahringer, Lee D., and Hans. Mühlbacher. International Marketing : A Global Perspective. Reading: Addison-Wesley Publ., 1993. Print.</li> <li>3. Krafft, Manfred, Jürgen Hesse, Jürgen Höfling, Kay Peters, and Diane Rinas. International Direct Marketing. 1. Aufl. ed. Berlin, Heidelberg: Springer-Verlag, 2007. Web.</li> <li>4. Agarwal, James, and Terry Wu. Emerging Issues in Global Marketing. Cham: Springer International AG, 2018. Web.</li> </ol>		
<b>Organisational unit conducting the course</b>	Department of Marketing and Tourism	<b>Date of issuing the programme</b>	
<b>Author of the programme</b>	Yauheniya Barkun, MA	14.02.2022	