

Subject card

Subject name and code	International Marketing (excluding IB students), PG_00050155						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2023	Academic year of realisation of subject			2025/2026		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			English		
Semester of study	5	ECTS credits			5.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for Economics and / or International Economic Relations study programmes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	The student is able to interpret indicators describing the attractiveness of foreign markets and, based on this, make a decision regarding international expansion.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	The student knows the mechanisms regulating competition in international markets.	[SW4] test/exam - oral or written
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	The student has knowledge of the buyer segmentation process.	[SW4] test/exam - oral or written
	[MSG3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management	The student has knowledge about the functioning and expansion of a company in a foreign market.	[SW4] test/exam - oral or written
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	The student is able to obtain data on international markets and analyze the attractiveness of these markets. The appropriate interpretation and presentation of the indicators will be consulted with the course instructor.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	The student is able to interpret indicators describing the attractiveness of foreign markets and, based on this, make a decision regarding international expansion.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	The student participates in the project work aimed at preparing a foreign expansion plan for the company.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[EKONL3_W07] has knowledge of the basic economic and financial principles of the functioning and management of economic entities and organisations as well as the legal, organisational, moral and ethical norms and rules governing the functioning of public institutions	The student knows the mechanisms regulating competition in international markets.	[SW4] test/exam - oral or written
	[EKONL3_W05] has advanced knowledge of man as a subject who creates social structures and the principles of their functioning and of his action in these structures, knows well the motives of human economic decision-making	The student has knowledge of the buyer segmentation process.	[SW4] test/exam - oral or written
	[EKONL3_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	The student participates in the project work aimed at preparing a foreign expansion plan for the company.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work

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Subject contents	<p>1. Introduction into the International Marketing and Entry Modes Objectives and program of the course Literature Grading Policy Direct exporting Direct investment Strategic alliances</p> <p>2. Global Segmentation and Positioning Grouping consumers within countries into homogenous segments Use of strategically equivalent segments Use of macro and micro data Implications for positioning Tools for forming groups</p> <p>3. International Marketing Research Basic problems in international marketing research Sources of information Adapting research methods to the international specific Evaluation of foreign markets attractiveness</p> <p>4. Pricing International price setting International price standardization Transfer pricing</p> <p>5. Product Development For Global Markets Adaptation vs standardization Concept testing Influence of the R&D interface New product development for international markets</p> <p>6. Distribution strategies Exclusive distribution Selective distribution Intensive distribution</p> <p>7. Promotion strategies Pull strategy Push strategy</p>									
Prerequisites and co-requisites	Students must have basic knowledge about marketing.									
Assessment methods and criteria	<table border="1"> <thead> <tr> <th>Subject passing criteria</th> <th>Passing threshold</th> <th>Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Project</td> <td>51.0%</td> <td>30.0%</td> </tr> <tr> <td>Test</td> <td>51.0%</td> <td>70.0%</td> </tr> </tbody> </table>	Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	30.0%	Test	51.0%	70.0%
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Example issues/ example questions/ tasks being completed										
Work placement	Not applicable									