

**Subject card**

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|--|--|--|------------------------|-------------------------------------|--|------------|-----|
| <b>Subject name and code</b>                       | Developing an Offer for International Markets, PG_00200103   |  |                        |                                     |  |            |     |
| <b>Field of study</b>                              | International Economic Relations   |  |                        |                                     |  |            |     |
| <b>Date of commencement of studies</b>             | October 2026   | <b>Academic year of realisation of subject</b>           |                        |                                     | 2027/2028  |            |     |
| <b>Education level</b>                             | Master's studies   | <b>Subject group</b>                                     |                        |                                     | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study |            |     |
| <b>Mode of study</b>                               | part-time studies  | <b>Mode of delivery</b>                                  |                        |                                     | at the university  |            |     |
| <b>Year of study</b>                               | 2  | <b>Language of instruction</b>                           |                        |                                     | Polish   |            |     |
| <b>Semester of study</b>                           | 3  | <b>ECTS credits</b>                                      |                        |                                     | 4.0  |            |     |
| <b>Learning profile</b>                            | academic   | <b>Assessment form</b>                                   |                        |                                     | credit   |            |     |
| <b>Conducting unit</b>                             | Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector  |  |                        |                                     |  |            |     |
| <b>Name and surname of lecturer (lecturers)</b>    | <b>Subject supervisor</b>  |  | dr hab. Joanna Bednarz |                                     |  |            |     |
|  | <b>Teachers</b>  |  |                        |                                     |  |            |     |
| <b>Lesson types</b>                                | <b>Lesson type</b>   | Lecture  | Tutorial               | Laboratory                          | Project  | Seminar    | SUM |
|  | <b>Number of study hours</b>   | 0.0  | 20.0                   | 0.0                                 | 15.0   | 0.0        | 35  |
|  | E-learning hours included: 0.0   |  |                        |                                     |  |            |     |
| <b>Learning activity and number of study hours</b> | <b>Learning activity</b>   | Participation in didactic classes included in study plan |                        | Participation in consultation hours |  | Self-study | SUM |
|  | <b>Number of study hours</b>   | 35   |                        | 0.0                                 |  | 65.0       | 100 |
| <b>Subject objectives</b>                          | The student will have the opportunity to become familiar with the specifics of shaping the offer of products and services by companies oriented towards foreign markets. |  |                        |                                     |  |            |     |

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| Learning outcomes  | Course outcome  | Subject outcome  | Method of verification                  |
|  | [MSGMU2_U14] has a thorough ability to prepare specialist oral presentations on economic and social issues, using specialist theoretical approaches, the principles of collecting data from various sources, their description and interpretation, and drawing conclusions on the basis of scientific literature; can prepare and lead a debate   | The student has in-depth skills in preparing specialized oral presentations used as a tool supporting the process of shaping and presenting the company's offer on foreign markets   | [SU2] presentation/project/paper/report |
|  | [MSGMU2_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market  | The student is able to use the acquired knowledge to formulate and solve complex problems related to adapting the company's offer to the requirements and expectations of the foreign market.  | [SU2] presentation/project/paper/report |
|  | [MSGMU2_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects   | The student, participating in the process of shaping the offer addressed to foreign markets, is ready to think and act in an entrepreneurial way, adapts to new situations and conditions, and takes up the challenges of creative thinking. Doubts about the group project and presentation will also be discussed during consultation hours. | [SK2] presentation/project/paper/report |
| [MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market | The student has knowledge of selected areas of functioning of a modern enterprise in the national and international environment.  | [SW2] presentation/project/paper/report  |   |
| Subject contents   | <p>1. Diversity of consumer needs, specificity of consumer needs in foreign trade, trends, stereotypes.2. The essence of the product, functions and functional features of products, emotional value for the buyer, product life cycle.3. The company's assortment policy on foreign markets - adaptation and specialization strategies, determinants of the choice of strategy.4. Product innovation process, forms of testing new products.5. Product name in foreign trade - rules for selecting a brand name taking into account the specificity of the foreign market, logotype, marketing slogan.6. Packaging in foreign trade - packaging functions, packaging design taking into account the symbolism of colors on foreign markets, packaging marking (labeling).7. Access of products to the EU market. Product certification - the principle of mutual recognition and the principle of presumed conformity, the concept of a new approach and a global approach, products covered by directives, manufacturer's liability for damage caused by a defective product, CE marking, market supervision.8. Access of products to other foreign markets (e.g. Russian, Belarusian and Ukrainian, GOST certificates).9. Specificity of marketing communication on foreign markets. Law in advertising.10. The importance of a national brand in creating an offer of products and services on foreign markets.</p> |  |   |
| Prerequisites and co-requisites  | None  |  |   |
| Assessment methods and criteria  | Subject passing criteria  | Passing threshold  | Percentage of the final grade           |
|  | group project and presentation  | 51.0%  | 100.0%                                  |
| Recommended reading  | Basic literature  | P. Kotler, K.L. Keller, Marketing Management, Pearson, any year of publication.  |   |
|  | Supplementary literature  | <ol style="list-style-type: none"> <li>B. Lawley, G. Cohen, 42 rules of product management learn the rules of product management from leading experts from around the world, Super Star Press, California 2010.</li> <li>P. Trott, Innovation management and new product development, Pearson, Harlow 2017.</li> </ol>                         |   |
|  | eResources addresses  |  |   |
| Example issues/<br>example questions/<br>tasks being completed   |   |  |   |

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| Work placement | Not applicable |
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