University of Gdańsk

Subject card

Subject name and code	Developing an Offer for International Markets, PG_00200103						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Master's studies		Subject group	Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study			
Mode of study	part-time studies		Mode of delivery	at the university			
Year of study	2		Language of instruction	Polish			
Semester of study	3		ECTS credits	4.0			
Learning profile	academic		Assessment form	credit			
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Joanna Bednarz				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	15.0	0.0	35
	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	35		0.0	65.0	100	
Subject objectives	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.						

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. In these areas, they are able to complete a project task. They discuss its assumptions and progress with the instructor during consultations and project blocks.	[SU2] 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
[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	Students can complete a project task involving market analysis and product development for a selected foreign market. In these areas, they are able to complete a project task. They discuss its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the course schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SK2] presentation/project/paper/ report

Subject contents

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.

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

1. Urban S., Kowalska A., Olszańska A., Szymańska J., *Zarządzanie produktem: problemy teoretyczne i praktyczne,* Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2017.
2. Rutkowski I., *Strategie produktu*, PWE, Warszawa 2011.
3. *Zarządzanie produktem*, red. B. Sojkin, PWE, Warszawa 2003.
4. Kotler P., Keller K.L., *Marketing Management*, Pearson, any year of publication.

	Supplementary literature	1. Bednarz J., *Marka jako źródło przewagi konkurencyjnej przedsiębiorstw przemysłu spożywczego*, [w:] *Konkurencyjność polskich producentów żywności i jej determinanty (1)*, red. I. Szczepaniak, seria "Monografie Programu Wieloletniego 2015-2019", nr 11, IERiGŻ-PIB, Warszawa 2015, s. 114-134. 2. Bednarz J., *Prosumpcja jako rezultat zmian zachodzących w zachowaniach konsumentów na przykładzie przemysłu spożywczego*, [w:] *Współczesny konsument w strategiach przedsiębiorstw międzynarodowych*, "Studia Oeconomica Posnaniensia" 2017, vol. 5, no. 1, pp. 7-24, http://soep.ue.poznan.pl/index.php/pl/numery/opublikowane/rocznik-2017 . 3. *Zarządzanie produktem w warunkach globalizacji gospodarki*, red. J. Kall, B. Sojkin, Wydawnictwo Akademii Ekonomicznej w Poznaniu, Poznań 2003. 4. Kall J., Sojkin B., Szymczak J., Urbaniak M., *Zarządzanie produktem*, PWE, Warszawa 2003. 5. Bednarz J., *Proces wprowadzania nowych produktów konsumpcyjnych na rynek*, red. H. Treder, Prace i Materiały IHZ nr 20, Fundacja Rozwoju UG, Sopot 2005, s. 80-89. 6. Bednarz J., *Zarządzanie marką produktów przez współczesne przedsiębiorstwa*, [w:] *Dylematy i perspektywy rozwoju współczesnych przedsiębiorstw*, red. J. Fryca, D. Wach, PTE Oddział Gdańsk, Klub Młodego Ekonomisty, Gdańsk 2007, s. 55-64. 7. Bednarz J., *Wprowadzanie nowych produktów spożywczych na rynek typu business to business*, "Ogólnopolski Informator Masarski", 2008, nr 3 (151), s. 84-89. 8. Bednarz J., *Znaczenie ochrony znaków towarowych w budowaniu przewagi konkurencyjnej przedsiębiorstw*, [w:] *Problemy współczesnej gospodarki*, red. H. Treder, Prace i Materiały Instytutu Handlu Zagranicznego UG nr 27, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2009, s. 181-190. 9. Bednarz J., Gostomski E., *Działalność małych i średnich przedsiębiorstw na rynkach zagranicznych*, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2009 rozdz. 4, 5, 8, 9. 10. Bednarz J., *Ochrona własności intelektualnej w innowacyjnych przedsiębiorstwach* w Polsce, [w:] *Innowacyjne przedsiębiorstwa - standard XXI wieku*, red. J. Fryca, T. Nowosielski, PTE Oddział w Gdańsku, Gdańsk 2011, rozdział 1.4, s. 42-52. 11. Lawley B., Cohen G., *42 rules of product management learn the rules of product management from leading experts from around the world*, Super Star Press, California 2010. 12. Trott P., *Innovation management and new product development*, Pearson, Harlow 2017.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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