

Subject card

Subject name and code	International Marketing, PG_00202526						
Field of study	Economics, International Economic Relations, International Business, Logistics and Mobility						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Master'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	2		Language of instruction		English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	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		95.0	125
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_K03] participates in the preparation of economic and social projects, being able to reconcile legal, economic, ecological, political and social requirements	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.	[SK8] observation of student's independent or team work
	[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics	[SU2] presentation/project/paper/report
	[EKONL3_W05] has a 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	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.	[SW4] test/exam - oral or written
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	Students are able to make observations and analysis of basic marketing processes taking place in an market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.	[SU2] presentation/project/paper/report
	[MSGL3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.	[SK8] observation of student's independent or team work
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.operating in the international market and the processes and phenomena between them.	[SW4] test/exam - oral or written
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.	[SK2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[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	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.	[SW4] test/exam - oral or written
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	Students can work as a team on projects, including taking various team roles, have elementary organizational skills that allow them the implementation of the objectives and making professional activities.	[SK8] observation of student's independent or team work
	[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	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.	[SU2] presentation/project/paper/report
	[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	Students have an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management.	[SW4] test/exam - oral or written
	[MSGMU2_W09] has an in-depth 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	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment.	[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	Students know the types of economic relations between multinational markets and the regularity governing these relations, including rules of the market and market mechanism, both in terms of national and international scope.	[SW4] test/exam - oral or written
	[EKONL3_U01] can correctly interpret economic and social phenomena and apply knowledge of economics, finance and management sciences to explain economic phenomena	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.	[SU2] presentation/project/paper/report
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.	[SU2] presentation/project/paper/report

	Course outcome	Subject outcome	Method of verification
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	Students have a basic knowledge of a human being, as a unit of economic decision-maker acting in social structures and agencies, in particular companies operating in the international market-know the basic methods and marketing tools, including tools and techniques of data collection, allowing to describe and analyze business entities operating in the international market and the processes and phenomena between them.	[SW4] test/exam - oral or written
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	Students can interpret the basic problems of international marketing linked to the modern world economy, their causes and processes.	[SU2] presentation/project/paper/report
	[EKONL3_W07] has an advanced knowledge of the 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	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment.	[SW4] test/exam - oral or written
	[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	Students are able to make observations and analysis of basic marketing processes taking place in a market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.	[SU2] presentation/project/paper/report
	[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	Students have an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment	[SW4] test/exam - oral or written
	[MSGML3_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	Students are able to make observations and analysis of basic marketing processes taking place in a market economy, can interpret necessary in this regard statistical data and economic indicators, as well as to forecast economic processes and phenomena using standard methods and tools in economics.	[SU2] presentation/project/paper/report

Subject contents	1. Introduction into the International Marketing and Entry Modes Objectives and program of the course Literature Grading Policy Direct exporting Direct investment Strategic alliances 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 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 4. Pricing International price setting International price standardization Transfer pricing 5. Product Development For Global Markets Adaptation vs standardization Concept testing Influence of the R&D interface New product development for international markets Product introduction: diffusion, sprinkler and waterfall 6. Distribution strategies Exclusive distribution Selective distribution Intensive distribution 7. Promotion strategies Pull strategy Push strategy		
Prerequisites and co-requisites	Students must have basic knowledge about marketing and graduate at least one marketing course. The course cannot be selected by I IB students who have it in their study programme as an obligatory course.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	student involvement & group wor	0.0%	30.0%
	Test	50.0%	70.0%
Recommended reading	Basic literature	Basic literature: Philip Kotler, Marketing, any edition dated after 1998. Stanley L. Paliwoda, Michael J. Thomas, International Marketing, Butterworth Heinemann 1998. P. Cateora, J. Graham, M. Gilly, International Marketing, McGraw-Hill 2021.	
	Supplementary literature	The Central Challenge for Global Strategy By Pankay Ghemawat, Harvard Business Review, March 2007 Handouts distributed at class.	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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