

INTERNATIONAL MARKETING

Course Brief Description

Number of credits: 4 ECTS

Course period: 1 semester / 2 classes (1 lecture + 1 seminar) per week

Language of Instruction: English

Instructor: Ekaterina Demchenko PhD, Rudolfo Musco, PhD

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Course description:

International Marketing course is focused at the most important issues of a company's activity at foreign, international and global markets including international marketing research, product design and development, international marketing strategies, features of international marketing environment, international and global marketing-mix management, international marketing-management and other. All lectures are supplemented with PowerPoint presentations. Discussions and questions from students are appreciated during the lectures. Students are encouraged to learn some issues in depth by means of team work in the frames lectures and seminars. The course is also designed to develop students' soft skills such as team work, communication, leadership, agility.

Lectures and reading materials. Theory delivered at the lectures represents the basics for understanding the course issues. The level of theoretical knowledge of students is checked by means of several mini-tests and is essential part of the final grade. All enrolled students are expected to read assigned papers as to be ready for the tasks given at the seminars and within project work.

Seminars. The seminars are designed to learn practical implementation of theoretical issues of international marketing. This is made by means of studying of leading world companies' cases, problem learning, and discussions. Significant part of the students' work is realized in the form of team project. Interim results of this team work are a subject for presentations and discussions at the seminars.

Assignments. In the end of each part of the course students write multiple choice test of 10 questions.

Points for participation in lectures and seminars are awarded if a student actively takes part in in-class tasks and presentations of the team work results, uses additional information from supplementary readings, asks questions.

Team project points:

Students are awarded points in the end of the semester for the final result of their team work. The results have to be presented in the form of a PowerPoint (or Prezi, or OpenOffice) presentation prepared by a team of 4-6 students in which students explain the problem of international marketing they solve in their project and the way they propose to do it. The presentations are followed by a Q and A session.

Presenters are expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation. Final mark for the team project is calculated as a sum of marks for the consistency of students' work during the semester, relevance of the content of the project, quality of presentation, Q&A session, participation of each student within the team.

Final Exam consists of a test combining open-end and multiple choice questions. The test contains 25 questions based on the material covered within the course and a short academic essay (2 000 words) on one of three suggested topics.

Grading:

ECTS Grade	Points	Russian grade
A	100-91 points	"excellent": 100–80 points
B	90-81	
C	80-71	"good": 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	"satisfactory": 59–40 points
		"unsatisfactorily": failed, less than 40 points

Structure of the course

Week №	Topics of Lectures	Topics of Seminars
Week 1	Introduction to International Marketing	Russian companies' experience in international marketing
Week 2	Current development of international business	International organizations databases in the field of global economics development
Week 3	National culture and its influence on the economy	International marketing strategies of global companies: cultural issue
Week 4		
Week 5	Culture, management style and business	Management styles in foreign countries
Week 6	Political environment of international marketing	Politics in the world's countries
Week 7	Legislation issues in international marketing	Legislation in the world's countries
Week 8	International marketing research	Planning of marketing research and organization of data collection
Week 9		
Week 10	International marketing-management: planning and organization	Marketing-management at a firm
Week 11	Acting at the international consumer markets	Development of the biggest international consumer companies and brands
Week 12	Acting at the international business markets	Present trends of international business markets development

Week 13	International distribution systems	Distribution channels management
Week 14	Integrated marketing communications and international advertising	Cases of effective international advertising campaigns
Week 15		
Week 16	Personal sales	Positions and competencies of sales personnel in international companies
Week 17	International pricing	Application of international pricing methods

Core learning materials

- Cateora Philip R. International marketing / Philip R.Cateora, Mary C. Gilly, John L. Graham. – 15th edition. MacGraw Hill/Irwin, 2011.
- Moiseeva N.K. Международный маркетинг и бизнес: учебное пособие для бакалавров и магистров (International marketing and business: training manual for bachelors and masters) / Н. К. Моисеева .— Москва : КУРС : ИНФРА-М, 2014 .— 270 с.
- Saginova O.V. Кросскультурный маркетинг : учебное пособие для студентов вузов, обучающихся по направлению 080100 "Экономика" и экономическим специальностям (магистратура) (Crosscultural marketing: training manual for students of master economic programmes) / О. В. Сагинова, И. И. Скоробогатых, Ж. Дюметц .— Москва : ИНФРА-М, 2014 .— 261 с.

Additional readings

- Best R. Маркетинг от потребителя (Marketing from the consumer) / Роджер Бест ; пер. с англ. [Сергея Памфилова, Натальи Брагиной ; под ред. Павла Миронова] ; Stockholm school of economics .— 2-е изд. — М. : Манн, Иванов и Фербер, 2011 .— 742 с.
- Hill Ch. Международный бизнес : [перевод с английского] (International business: Competing in the global marketplace) / Ч. Хилл .— 8-е изд. — Санкт-Петербург [и др.] : Питер, 2013 .— 686 с.
- Карпова S.V. Международная реклама: учебник и практикум для академического бакалавриата : [по специальности "Мировая экономика"] (International advertising: textbook and practicum for students of World economy bachelor programmes)/ С. В. Карпова ; Финансовый ун-т при Правительстве РФ .— 3-е изд., перераб. и доп. — Москва : Юрайт, 2014 .— 472 с.
- Khalilov D. Маркетинг в социальных сетях (Marketing in Social networks) / Дамир Халилов .— 2-е изд. — Москва : Манн, Иванов и Фербер, 2014 .— 228 с.
- Kotler Ph. Десять смертных грехов маркетинга (Ten deadly marketing sins) / Филип Котлер ; пер. с англ. [Т. В. Виноградовой, А. А. Чех] .— 2-е изд. — Москва : Альпина Паблишерз, 2015 .— 156 с.
- Kotler Ph. Основы маркетинга. (Marketing) Краткий курс : [перевод с английского] / Филип Котлер .— Москва ; Санкт-Петербург ; Киев : Вильямс, 2014 .— 488 с.
- Levinson J.C. Партизанский маркетинг. Простые способы получения больших прибылей при малых затратах (Guerilla marketing. Secrets for Making Big Profits from Your Small Business) / Д. К. Левинсон ; пер. с англ. О. Иванова, А. Мороз .— 2-е изд. — Москва : Манн, Иванов и Фербер : Эксмо, 2013 .— 432 с.
- Pichurin I.I. Особенности промышленного маркетинга в России на этапе импортозамещения : монография (Features of industrial marketing in Russia at the stage of import substitution: monograph) / И. И. Пичурин .— Екатеринбург : УМЦ УПИ, 2015 .— 182 с.
- Sharkov Ph. I. Интегрированные коммуникации. Реклама, публик рилейшнз, брендинг : [учебник по специальности "Связи с общественностью"] (Integrated communications: advertizing, public relations, branding) / Ф. И. Шарков .— Москва : Издательско-торговая корпорация " Дашков и К" : Альтехсофт "Издательство Шаркова", 2014 .— 324 с.
- Traut J. Маркетинговые войны: [перевод с английского] (Marketing warfare) / Джек Траут, Эл Райс .— 20-е, юбилейное изд. — Санкт-Петербург [и др.] : Питер, 2015 .— 292 с.

- Tultaev T.A. Маркетинг услуг : учебное пособие для студентов вузов, обучающихся по направлению 080111 "Маркетинг услуг" (Marketing of services: training manual for students of marketing) / Т. А. Тұлтаев .— Москва : ИНФРА-М, 2014 .— 206 с.
- Tyurin D.V. Маркетинговые исследования. Организация и проведение в компании : учебник для бакалавров : [для вузов по экономическим направлениям и специальностям] (Marketing research: organization and performing in a company) / Д. В. Тюрин ; Высш. шк. экономики - Нац. исслед. ун-т, Гильдия маркетологов .— Москва : Юрайт, 2013 .— 340 с.
- Международный бизнес. Теория и практика : учебник для бакалавров, обучающихся по экономическим направлениям и специальностям (International business: Theory and practice. Textbook for students of bachelor economic programmes)/ [А. И. Погорлецкий, С. Ф. Сутырин, И. В. Воробьева и др.] ; под ред. А. И. Погорлецкого и С. Ф. Сутырина ; С.-Петерб. гос. ун-т .— Москва : Юрайт, 2014 с.