

International marketing 1 semester Syllabus

Part 1: Course Information

Instructor Information

Instructor: Dr. Nina Symaniuk

Office: Office 104a, 13b Prospekt lenina

Office Hours: 10:00 – 18:00 from Monday to Friday

Office Telephone: (343) 371-10-03

E-mail: n.v.symaniuk@urfu.ru

Course Description

The purpose of the discipline "International marketing communications" is the formation of theoretical knowledge and practical skills necessary for the organization and implementation of international marketing communication policy, as well as the results of assessing the effectiveness of communication strategies of the enterprise.

The discipline allows to deepen and expand the knowledge of students, and is designed to form the future masters understanding of the increasing role of international marketing communications in the activities of modern organizations, the ability to effectively use the elements of marketing communications in the international market to ensure the implementation of the marketing strategy of the organization.

Along with theoretical knowledge of the essence of international marketing communications, their main types, principles and functions, as well as the basic elements of international marketing communications, students receive skills of applied professional and practical knowledge and skills necessary for the choice of directions of development of international organizations, development of communication support of business processes by means of ATL and BTL advertising, PR and other means of marketing communications, development of communication as a managed marketing factor, it allows to carry out effective management of activity of the organization at the international level according to modern requirements to this type of activity, carrying out communication researches, skills of public speech and argumentation, skills of conducting discussion, etc.

Prerequisite

- International marketing communications

Textbook & Course Materials

Required Text

1. Nevostruev P. Yu. Marketing communications. Educational and practical manual [Electronic resource] / Nevostruev P. Yu. - M.: Eurasian open Institute, 2011. — 199 p. - <URL: <http://www.biblioclub.ru/book/93160/>>.
2. Sinyaev V. V. Marketing communications. Textbook [Electronic resource] / Sinyaev V. V.-M.: Dashkov & Co., 2011. - 324 p.- < URL: <http://www.biblioclub.ru/book/116016/>>.

Additional literature

1. Burnet, John. Marketing communications: an integrated approach / D. Burnet, S. Moriarty; TRANS. N. Gubanova, V. Cousin under the General editorship of S. G. Bozhuk. — SPb.: Peter, 2001. - 860 p.: Il.
2. Sinyaeva I. M. Marketing communications: textbook: [for universities in the specialty "Marketing"] / I. M. sinyaeva, S. V. Zemlyak, V. V. Sinyaev; edited by L. p. Dashkov. - 3rd ed. - Moscow: Dashkov & Co., 2009. - 323 p.: Il., table.
3. Ulyanovsk A.V. Marketing communications. 28 Millennium tools. Taking into account the latest trends dictated by the modern market / A.V. Ulyanovsk. - Moscow: Eksmo, 2008. — 425 PP.
4. Schultz don E. the New paradigm of marketing. Integrable marketing communications: [TRANS. from English.] / D. Schultz, S. Tannenbaum, R. Lauterborn. - Moscow: INFRA-M, 2004. - 233 p.

Course Requirements

- Internet connection
- Multimedia equipment

Course Structure

Lectures and reading materials. Participating in the lectures and reading the assigned papers are the most essential parts of the course. All enrolled students are therefore expected to participate in all lectures and read all assigned papers.

Seminars. The seminars are organized and conducted by the Instructor. The student performance at the seminars will be assessed based on three criteria: attendance, preparedness, and activity.

Assignments. For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Points for participation in role-plays and discussions are awarded if the students use additional information from supplementary readings and make explicit reference to the author and to the book/article they have used.

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the

previous weeks.

Group presentation. A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be 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 Exam consists of an open-ended test that requires short (1-3 sentences) responses to 100 questions based on the material covered within the course and a short academic essay (200 words) on one of three suggested topics.

Part 2: Student Learning Outcomes

As a result of mastering the discipline the student must:

Know:

- functions of international marketing communications tools in the marketing complex;
- the essence of information and communication technologies and communication models;
- features of application of international marketing communications tools and information perception processes;
- methods of advertising and sales promotion; tools and methods of PR-activities; methods of organization of direct marketing and personal sales, exhibition activities, etc. on the international market;
- forms and technologies of creation and distribution of communications in the international marketing means of promotion;
- features of development of the international market of communication means;
- methods of assessing the effectiveness of international marketing communications.
- navigate the essence of different types of international mass communications, including integrated;
- develop and apply methods of sales promotion, advertising, PR and other elements of international marketing communications;
- calculate the budget of international marketing communications programs;
- to use technologies for evaluating the effectiveness of international marketing communications in a complex and element-by-element manner.

Own (demonstrate skills and experience):

- in the design of the communication process;
- using marketing communication tools to implement international strategies to promote a particular company.

Part 3: Topic Outline/Schedule

- Week 01: International marketing communications. Tools in the global market
- Week 02: International marketing communications. Tools in the global market
- Week 03: International marketing communications. Tools in the global market
- Week 04: The impact of culture on marketing communications
- Week 05: The impact of culture on marketing communications
- Week 06: The impact of culture on marketing communications
- Week 07: Distribution channel selection Factors
- Week 08: Distribution channel selection Factors
- Week 09: Distribution channel selection Factors
- Week 10: The Global information technology
- Week 11: The Process of making a consumer purchase decision: an international experience
- Week 12: Plan international marketing communications by addressing a matrix of persuasion tools
- Week 13: Plan international marketing communications by addressing a matrix of persuasion tools
- Week 14: Implementation and effectiveness of international marketing communications
- Week 15: Implementation and effectiveness of international marketing communications
- Week 16: Implementation and effectiveness of international marketing communications

Part 4: Grading Policy

Graded Course Activities

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

Part 5: Course Policies

Attend Class

Students are expected to attend all class sessions as listed on the course calendar.

Build Rapport

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that they can help you find a solution.

Complete Assignments

Assignments must be submitted by the given deadline or special permission must be requested from instructor *before the due date*. Extensions will not be given beyond the next assignment except under extreme circumstances.

All discussion assignments must be completed by the assignment due date and time. Late or missing discussion assignments will affect the student's grade.

Commit to Integrity

As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class and also integrity in your behavior in and out of the classroom.

Academic Dishonesty Policy

1. Academic dishonesty includes such things as cheating, inventing false information or citations, plagiarism and helping someone else commit an act of academic dishonesty. It usually involves an attempt by a student to show possession of a level of knowledge or skill that he/she does not possess.

2. Course instructors have the initial responsibility for detecting and dealing with academic dishonesty. Instructors who believe that an act of academic dishonesty has occurred are obligated to discuss the matter with the student(s) involved. Instructors should possess reasonable evidence of academic dishonesty. However, if circumstances prevent consultation with student(s), instructors may take whatever action (subject to student appeal) they deem appropriate.

3. Instructors who are convinced by the evidence that a student is guilty of academic dishonesty shall assign an appropriate academic penalty. If the instructors believe that the academic dishonesty reflects on the student's academic performance or the academic integrity in a course, the student's grade should be adversely affected. Suggested guidelines for appropriate actions are: an oral reprimand in cases where there is reasonable doubt that the student knew his/her action constituted academic dishonesty; a failing grade on the particular paper, project or examination where the act of dishonesty was unpremeditated, or where there were significant mitigating circumstances; a failing grade in the course where the dishonesty was premeditated or planned. The instructors will file incident reports with the Deputy Director for Academic Affairs. These reports shall include

a description of the alleged incident of academic dishonesty, any relevant documentation, and any recommendations for action that he/she deems appropriate.