

**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

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(name of the main educational unit (OUP)-developer of the EP HE)

**COURSE ANNOTATION**

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

**International marketing management**

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(name (profile/specialization) of the EP HE)

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Marketing metrics (effectiveness of marketing projects)</i>
<b>Course volume, ECTS/hours.</b>	<b>4 / 144</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Topic 1. Marketing information system. Principles of construction and content.</b>	Marketing information system as a basis for evaluating the effectiveness of activities. The intended purpose of the MIS. Determination of the need for information. Macro, meso and microenvironment indicators.
<b>Topic 2. Indicators characterizing the financial and economic situation</b>	Financial indicators as a basis for assessing entrepreneurial activity. Sources of information: balance sheet and profit and loss statement.
<b>Topic 3. Indicators characterizing commodity production</b>	The composition of the group of indicators of production of goods and services and their sources.
<b>Topic 4. Indicators of the distribution system.</b>	The composition of indicators of sales activity and their sources. Estimation of numerical and weighted distribution. Metrics of digital distribution. Evaluation of on-line sales.
<b>Topic 5. Indicators and evaluation of communication with the client.</b>	The composition of indicators of communication activity and their sources. Digital marketing metrics. WEB indicators. Evaluation of the effectiveness of on-line promotion.
<b>Topic 6. Market indicators of the (external) activity of the enterprise</b>	The composition of market activity indicators and their sources. Assessment of the competitive position of the enterprise.
<b>Topic 7. Evaluation of the profitability of the market segment.</b>	Determination of profitability: size, availability, profitability, prospects (dynamics). B2B and B2C segments.
<b>Topic 8. Evaluation of the efficiency of the enterprise</b>	Methods for evaluating effectiveness: parametric and expert methods. Forecast and actual performance assessments. Evaluation of the effectiveness of the investment project: BDD, ID, GNI
<b>Topic 9. Evaluating the effectiveness of marketing activities</b>	Comprehensive indicators of the company's marketing activities. Events, their characteristics, cost. The goals and capabilities of the company and the marketing budget.

**Developer:**

Phd, associate professor marketing dept.

Yampolskaya D.O.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Marketing management in international companies</i>
<b>Course volume, ECTS/hours.</b>	<b>4 / 144</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Section 1. Analysis of the company's business environment</b>	Topic 1.1. Principles of marketing planning. Types of goals and objectives of a modern organization in the conditions of market activity.
	Topic 1.2 Analysis of the organization's activities in market conditions. Weaknesses and strengths of the organization. Marketing performance indicators of a commercial organization.
	Topic 1.3. Analysis of the organization's activities in market conditions. External analysis.
<b>Section 2. Marketing strategy</b>	Topic 2.1. . Marketing strategy and its formation. The company's marketing strategy and functional marketing strategy: definitions and fundamental differences.
	Topic 2.2. Market segmentation. The stage of developing a functional marketing strategy: segmentation. Target segment selection: aggregation, differentiation, concentration.
	Topic 2.3. Positioning. The stage of developing a functional marketing strategy: positioning.
<b>Section 3. Development of a marketing plan. Marketing Tools</b>	Topic 3.1. Product offer planning. Development of a commercial offer (price offers). Assortment and brand policy.
	Topic 3.2. Distribution policy. Online and offline trading. Selection of the distribution channel.
	Topic 3.3. Promotion policy. Marketing communications. The use of digital marketing for communication with the target group.
	Topic 3.4. Formation of a marketing plan and budget calculation. Evaluation (forecast) of the result of marketing planning.

**Developer:**

Phd, associate professor marketing dept. \_\_\_\_\_

Chernikov D.O.

**Education program 38.04.02 «Management»  
(profile «International Marketing management»)**

<b>Course name</b>	<i>Integrated marketing communications</i>
<b>Course volume, ECTS/hours.</b>	<i>2/72</i>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Section 1.</b>  <b>Theory and Background</b>	<b>Theme 1. Expanding the boundaries of marketing activities: the transition from the traditional to the personalized approach</b>
	<b>Topic 2. Creating a visual and emotional identification of the brand.</b>
<b>Section 2.</b>  <b>Communication mix</b>	<b>Topic 3. Communicative mix as an element of the marketing mix</b>
	<b>Topic 4. Applied tools of PR-technologies</b>
	<b>Topic 5. Actual issues of advertising development</b>
<b>Section 3.</b>  <b>From planning to implementation</b>	<b>Theme 6. Strategic planning of an advertising campaign</b>
	<b>Theme 7. Creative advertising campaign planning</b>
	<b>Topic 8. Fundamentals of direct marketing and sales promotion management</b>
<b>Section 4.</b>  <b>Implementation technologies</b>	<b>Theme 9. - Theme 10. Modern technologies of Internet communications Social Media Marketing</b>
	<b>Theme 12. The program of consumer involvement in the communication process. Crowdsourcing technology</b>
	<b>Topic 13. International aspects of marketing communications. Adaptation of the program of advancement to regional specificity</b>

Developer:

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»  
(profile «International Marketing management»)**

<b>Course name</b>	<i>Global Retail Networks</i>
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<b>Course volume, ECTS/hours.</b>	<b>3/72</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
Topic 1. Modern tendencies of development of retail trade	The meaning and function of retailing. Forms of retail trade. Modern trends in world commodity markets. The influence of macro factors on the modern structure of retail trade, both globally and at the regional level. Changes in the structure of distribution channels. Success factors in the retail trade. Long-term and medium-term prospects of development of retail trade by region.
Topic 2. Retail formats	The concept of format retail company and its main features. Features of the organization and structure of retail formats. The theory of the evolution of the retail trade. The impact of digital technologies on the development of retail formats. Vertical and horizontal integration of trade enterprises.
Topic 3. Features of trade networks structure	Characteristics of the trade network. Options for the establishment of trade networks and the fundamental complexity of their formation. A strategic model of trade network development. Wholesale trade and distribution channels. The role of franchising in the formation of modern retailers. The types of Franchising agreements
Topic 4. Transnational companies	<p>The concept of international corporations in the Annex to the retail trade. The distinctive features of multinational corporations and their typology. Structure of TNCs. Transnational and multinational corporations. Transfer prices. Stages of formation and evolution of transnational corporations.</p> <p>Modern features of the activities of TNCs and their strategies. The role of multinational corporations as subjects of international economic relations. TNCs in world regions: differential impact and the characteristics of their activities in developed, developing and transition economies. The effects of TNC activities in the world economy and problems of its regulation</p>
Topic 5. The distribution networks at foreign markets	Macroeconomic factors of retailers on foreign markets. Problems of international positioning. The analysis and selection of target markets for expansion. Outlet retailers to the international market. The complexity of adaptation / standardization.
Topic 6. Leading global retail network	Structure and development characteristics of the leading retail chains in the world. The form of ownership. Competitive advantage. The factors which have or will impact success. Regional peculiarities. Assortment policy. Methods of entering foreign markets. Globalization and retail chains. Procurement and competition policy.

Topic 7. Features of the logistics structure of global retail chains	The concept of "supply chain Management" in the global retail chains. Features of retail distribution systems at the international level. Push and Pull logistics. Technology "Just-in-time" and "Effective Consumer Response". Warehouse activity. Inventory management. Features of procurement.
Topic 8. Features of marketing at global retail chains	The differences between the marketing of national and global retail chains. The philosophy and mission of the global retail chains. Relationship of strategic and operational marketing. The influence of culture. Segmentation. The structure of distribution channels.

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<b><i>Strategic analysis</i></b>
<b>Course volume, ECTS/hours.</b>	<b>3 / 108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Section 1. Introduction to "Modern strategic analysis"</b>	<b>Theoretical problems of competition and modern strategic analysis. International economic integration and strategic analysis problems.</b>
<b>Section 2. Methodology of strategic analysis.</b>	<b>General methodological issues of strategic competitive analysis. Assessment of conditions for entering international markets. Analysis of political, legal, economic, socio-cultural and technological environment of business.</b>
<b>Section 3. Tools for strategic analysis of modern business</b>	<b>Industry and competitive analysis. Resource analysis and competencies. Sources of competitive advantage</b>
<b>Section 4. Strategic alternatives and strategy formulation</b>	<b>Approaches to strategy development and selection process. Corporate strategy. Business strategies and industry life cycles. Modern trends in strategic management.</b>

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**

**(profile «International Marketing management»)**

<b>Course name</b>	<i>International marketing strategies</i>
<b>Course volume, ECTS/hours.</b>	<i>2/72</i>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
Section 1. The concept and main characteristics of global markets	Topic 1. Introduction to International Marketing Strategies. The structure of the international marketing strategies course. Definition of international marketing strategies. the essence, goals, objectives and principles of international marketing strategies
	Topic 2. Factors influencing organizational behavior and markets in International Marketing Strategies.
	International marketing and globalization. The growth of global protectionism. Strengthening the role of TNCs. Harmonization of world standards. The impact of the latest information technologies and electronic communications on the development of international marketing activities. International marketing and the global economic crisis.
Section 2. Making marketing decisions in global markets	Topic 3. Marketing research in International Marketing Strategies. Information system in International Marketing Strategies. Structure, content and sources of international marketing information. Goals and methods of international marketing research. Technology of international marketing research. Types of marketing research. The choice of performers depends on the type of research. Methods of processing marketing information. International marketing research on the Internet.
	Topic 4. Management decisions in B2B companies. The concept of a management decision. Types of management decisions. Classification of management decisions. Efficiency of management decisions. The unit responsible for decision-making (DMU-Decision-Making Unit) is the Purchasing Center (TBC).
Section 3. Global products and features of their implementation	Topic 5. Products and the formation of added value of GCR products. The role of the product in International Marketing Strategies. Features of the global commodity policy. Systematization of factors determining the development of global trade policy. Requirements for a global product. Features of the formation of a global assortment. Quality management of global goods and services

	Topic 6. Market formation for a new global product. Factors of the economic and financial environment in international marketing. Regional economic unions: their impact on the international marketing activities of companies. Foreign currencies and international marketing activities. The importance of international financial and economic organizations for the regulation of international economic relations.
Section 4. Strategic planning in global markets	Topic 7. Strategic planning in International Marketing Strategies. Economic evaluation of the effectiveness of the company's international marketing activities. The importance of organizing the company's international marketing activities. International marketing management. Stages of international strategic planning. Comparative characteristics of national and international strategic marketing planning. The main sections of the marketing plan when the company enters foreign markets. International marketing control
	Topic 8. Pricing strategy in International Marketing Strategies. The value of price in international marketing. The concept of the world price. The main types of world prices and their features. Pricing factors in foreign markets. The mechanism and stages of the formation of the export price. Pricing strategies in international markets. Problems of price discrimination. Features of TNK pricing policy
	Topic 9. Procurement and industrial distribution strategy in International Marketing Strategies. Organization of distribution channels and promotion of goods in international marketing. The main types of sales structures. Own sales bodies. Third-party sales organizations. Sales organizations abroad. Criteria for the selection of channels for the distribution of goods in foreign markets. The importance of international logistics. Problems of unlicensed trade in international marketing.

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<b><i>Managerial Economics</i></b>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>



<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
Topic 1. The concepts of enterprise model	The concept of enterprise model and its economic objectives in the long and short term.
	Transaction costs. The hypothesis of profit maximization.
	Non-economic objectives of the company and the social responsibility of business.
	The hypothesis of maximizing shareholder wealth. Market value added and economic value added
Topic 2. Alternative models of firm behavior	The profitability of the company and access to the world market, international competition
	Alternative models of firm behavior: profit maximization, maximize sales, maximizing growth, behavior management, maximize value added (Japanese model). Complexity of the application of alternative models
Topic 3 Demand and supply	Methods for assessing demand. Consumer balance. Marginal utility and consumer surplus. The effect of advertising and promotion. Basic methods of forecasting demand - mechanical and barometric model.
	Monopolistic competition and oligopoly, the main differences. Features of pricing in an oligopolistic market. "Price leadership" and "a broken curve of demand," price stability in oligopolistic markets. Cartels and collusion. Non-price factors differentiating the prices of the products under conditions of monopolistic competition and oligopoly.
Topic 4 Elasticity issue	The economic concept of elasticity. Price elasticity of demand, factors of influence and methods of its measurement. Arc and point elasticity, their differences and application in practice. The degree of elasticity of demand. Factors of elasticity.
	The influence of elasticity on the price of products and size of production. The elasticity of demand for factors of production. Short-term and long-term elasticity of supply and demand. The relationship between elasticity of demand and income of economic agents. Marginal revenue and demand curve. Cross-elasticity of substitute products and

	complementary products. Elasticity of demand revenue. Other indicators of elasticity
Topic 5. Costs in Managerial Economics	Theory and nature of costs in management decisions. Types of costs: alternative and straight, sunk and other. Accounting and economic costs. The initial and replacement cost.
	Costs and production, common variables and marginal costs. Economic, accounting, and normal profit. The critical level of loss and interruption. The development of a competitive market in the long term. "Zeroing out" the profits. "Decentralized" profit centers.
	The relationship of strategic management and market trends. Objectives pricing. Optimal pricing in various markets. The impact of price discrimination on social welfare. Analysis of the price cartel. Pricing for the full cost and incremental cost. Transfer prices. Other pricing practices.
Topic 6. Production function and Capital investments	Production function, the distinction between short-term and long-term production function. The value of production functions in management decisions. Short-term analysis of total, average and marginal product. Optimizations of the production function and profit maximization.
	Capital investment budgeting. Leverage. Evaluation of cash flow and capital appreciation. Types of management decisions on the analysis of the effectiveness of planned investment. Evaluation of the investment programs.
	Types of managerial decisions by analyzing the effectiveness of planned investment. Evaluation investment program: method net present value method and internal rate of return. The rate of return on investment. Calculation of net present value

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Management organisation theory</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Topic 1. Historical and theoretical foundations</b>	<b>Modern theory of organization. Taylorism. Fayol principles of management. M. Veber and bureaucracy concept. Human relations model. The contribution of A. Barnard to the modern theory of organization. A model based on resources: key issues, limitations. The institutional model of the organization. The model of transaction costs. The rational model of randomness (situational theory). Conceptualization of new organizational forms. Limitations of traditional approaches in the analysis of inter-firm networks. The concepts of Miles and Snow. Neotaylorism.</b>
<b>Topic 2. Organization structure –</b>	<b>Defining the organizational structure. Functions of the organizational structure. Mechanisms and tools of the components integration of the organizational system. Differentiation and integration as a structuring force. Mechanical and organic organization structure. Positive and negative effects of formalization for the organization of joint activities. The measurement of formalization.</b>
<b>Topic 3. Organization structure: Context characteristics–</b>	<b>Contextual characteristics of the organization. The objectives and strategies of the organization: concept, types of goals, multiplicity of goals. Mission, strategy, operational plans as management tools.</b>
	<b>The size of the organization. Large and small organizations: the problem of efficiency. Technology organization.</b>
	<b>Types of technologies, their characteristics. Organizational culture: concept, functions, types. External environment: concept, structural characteristics, types of environments. Interrelation of structural and contextual characteristics.</b>
<b>Topic 4. Organization structure plans</b>	<b>Classification of organizational structures. Functional structure: characteristics, conditions, effectiveness, restrictions on the use.</b>

	<p><b>Divisional structure: characteristics, conditions, effectiveness, limitations of use. Matrix structure: characteristics, conditions, effectiveness, limitations of use.</b></p> <p><b>A network organization. The virtual organization. The diversity of structures in the organization. The ratio of different categories of staff as a structural feature of the organization.</b></p>
<b>Topic 5. Organization design</b>	<p><b>Symptoms of structural inconsistencies. The relationship of orgprojecteconomica with strategic planning. The goals and objectives of organization. Stages of organizational designing.</b></p> <p><b>The impact of strategic choice on the structure of the organization. The relationship of the size of the organization and its structure. The relationship of technology with other characteristics of the organization. The impact of technology on structure.</b></p> <p><b>The structure of the environment. The influence of external environment on organization structure. The influence of contextual characteristics on organizational relationships.</b></p>
<b>Topic 6. Organization effectiveness</b>	<p><b>The concept of efficiency of the organization. Efficient and cost effective. Approaches to evaluating the effectiveness of the organization. Goal approach to effectiveness.</b></p> <p><b>Resource approach: provisions, indicators, indications and contraindications. The approach "healthy system": the nature, targets, advantages and disadvantages.</b></p> <p><b>The approach of strategic groups. The concept of strategic groups, interest groups. The indicators used in the approach, limitations. System model of efficiency.</b></p> <p><b>Four multiple criteria of organizational effectiveness. Organization as sisters contradictions: a model of efficiency. Criteria and factors of organizational effectiveness</b></p>
<b>Topic 7. Personality vs Organization: interaction aspects</b>	<p><b>Personality characteristics: values, attitudes, their formation and change; ability and skills, the "big five" concept. The influence of personality characteristics on organizational behavior of the individual.</b></p> <p><b>Motivation as the basis of organizational behavior. The concept of motivation, motivation, stimulus, and incentives. The model of motivation as a process. Theories of motivation. Motivation and performance of the individual.</b></p>

	<p>The entry of a person into the organization. The theory of role behavior.</p> <p>Status and organizational behavior. Job satisfaction: the Concept of organizational commitment. Quality of work life. A study of satisfaction and organizational commitment.</p>
<b>Topic 8. Behavior management in organization–</b>	<p>Organizational management of motivation.</p> <p>Motivation through goal-setting.</p> <p>Feedback. Assessment of the work.</p> <p>A study of the effectiveness of the system of controlling the behavior of individuals in organizations.</p>
<b>Topic 9. Group genesis and dynamics in organization</b>	<p>The group in the organization. The group's influence on the behavior and effectiveness of individuals.</p> <p>Social facilitation and social inhibition. The concept of the group.</p> <p>The types of groups. The Genesis and development of small groups.</p> <p>Factors influencing the effectiveness of groups in organizations.</p> <p>Conformity as a factor of group interaction. The conformal factors of behavior</p>
<b>Topic 10. Personality behavior regulation in a group</b>	<p>Norms and group effectiveness. The definition of the concept, mechanisms of formation, characteristics of group norms, functions in the group process. How to change group norms.</p> <p>The group cohesiveness. Factors group cohesion. The influence of group cohesion on the effectiveness of the group's activities.</p>
<b>Topic 11 Group behavior management in an organization –</b>	<p>Leadership in the group: the relationship between the concepts. Theory of leadership. Group decision-making.</p> <p>The process of group decision making. Characteristics of group tasks. The phenomena of decision-making process of the group. Ways to organize group discussions.</p> <p>The influence of minorities on the decision. The concept of team. Kinds of commands. Building an effective team</p>
<b>Topic 12. Organization change management</b>	<p>Innovation: concept, types. Types of reactions to innovations in the organization.</p>

	The causes of resistance to innovations. Strategies to overcome resistance to innovations.
	Tactics of implementing change. Management support organizational changes

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Management Research Methodology</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>1 Modern methodological approaches to the identification and assessment of management problems.</b>	<b>Evolution of methodological approaches in management. Review of quantitative and qualitative methods of identification of management problems. Modern methods of production management</b>
<b>2 Experiment as a way to identify management problems</b>	<b>Types of experiments in the research of management problems. Methods of staging an active and passive experiment.</b>
	<b>Methods of collecting, processing and evaluating the quality of information obtained during the experiment.</b>
<b>3 Methods for prioritizing management problems</b>	<b>Scaling. Operational measurement procedures. Methods of ranking alternatives. Hierarchy Analysis method</b>
<b>4 Methods for evaluating the effectiveness of management systems of homogeneous economic agents</b>	<b>The management system of an economic agent as a nonparametric system of the "black box" type. Methodology of analysis of the functioning environment: basic concepts and principles of comparative evaluation of latent variables.</b>
	<b>ASF models with input and output orientation.</b>
	<b>Accounting for economies of scale in ASF models</b>
<b>5 Practical applications of the methodology for analyzing the functioning environment</b>	<b>Formation of a reference set for evaluating the comparative effectiveness of management systems. Determination of inputs and outputs of the control system. Definition of the concept of efficiency.</b>
	<b>Methods of working with unwanted outputs.</b>

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Finance organizations</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Section 1. Fundamental concepts of financial organizations.</b>	<b>The concept of an efficient market. Changing the valuation of money over time. Analysis of discounted cash flows. Opportunity costs. Balanced portfolio theory. The ratio between risk and return. Market risk assessment. A model for assessing the profitability of financial assets. The concept of the <math>\beta</math>-coefficient. The theory of arbitrage pricing. Valuation of stocks and bonds. The theory of options and their evaluation.</b>
<b>Section 2. Short-term financial decisions.</b>	<b>Analysis of financial activity. Assessment of working capital needs. Working capital management policy. Planning the duration of the operational cycle. Working capital financing. Spontaneous financing. Short-term loans. Money management. Forecasting cash flows. Inventory management and control. Ways to improve the efficiency of the supply chain.</b>
<b>Section 3. Capital investment planning</b>	<b>Formation of the capital investment budget. Methods of project evaluation. Net present value (NPV). Internal Rate of Return (IRR). Comparison of NPV and IRR criteria. The present value of future costs. Change in the price of capital. Change of net circulating capital. The impact of taxes. Liquidation value.</b>
<b>Section 4. Sources of corporate financing.</b>	<b>The components of capital and their price. The price of the source "borrowed capital". The price of the source "preferred shares". The source price is "retained earnings". The price of the source "ordinary shares of the new issue". A model for assessing the profitability of financial assets. Weighted average and</b>

	<p>marginal cost of capital. Capital structure theory Costs associated with financial difficulties and agency costs. Models of financial leverage. Calculation of the optimal capital structure. Managing your own capital. Models of sustainable growth. Production and financial leverage. Production and financial risks in the context of general risk.</p>
<p><b>Section 5. Dividend policy and capital structure.</b></p>	<p>Dividend policy. Theories of dividend preference. Dividend reinvestment plans. Repurchase of shares. Payment of dividends by shares and splitting of shares. The effect of financial leverage.</p>
<p><b>Section 6. Financial planning and forecasting.</b></p>	<p>Principles of financial planning. The system of forecasts and plans of the organization. Methods of planning and forecasting. Budgeting as an organization's financial management tool.</p>

**Developer: Phd, associate professor marketing dept.**

### **COURSE ANNOTATION**

**Education program 38.04.02 «Management»  
(profile «International Marketing management»)**

<b>Course name</b>	<i>Corporate websites: creation and administration</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Topic 1. The concept of the target audience</b>	<b>. The structure of determining the target audience for each type of product or business segment</b>
<b>Topic 2. Semantics analysis</b>	<b>Topic 2. Semantics analysis and search for a semantic core to attract the consumer; Applied work with digital marketing tools on the example of Google Analytics, Yandex Metrica, Google Trends. Compilation of summary matrices for analysis and decision-making on promotion of SEO and other marketing tools</b>
<b>Topic 3. Audience segmentation</b>	<b>Topic 3. Audience segmentation on the example of 5 important issues; Definitions of five important issues in understanding the target audience and finding your buyer. Formation of message lists for working with a potential buyer</b>



<b>Topic 4. The way of the consumer</b>	<b>Topic 4. The way of the consumer (customer journey), the search for bottlenecks in the sales funnel Determination of the consumer's path, consideration of the consumer's path by examples as an option for finding bottlenecks in the formation of a marketing strategy and improving the indicators of the sales funnel at each stage of interaction with the consumer.</b>
<b>Topic 5. The method of persons from the point of view of determining the consumer for your product and service;</b>	<b>Topic 5. The method of persons from the point of view of determining the consumer for your product and service; The concept of the person method and the use of this method for the formation of correct marketing messages within the promotion of goods and services</b>
<b>Topic 6. Principles of targeting in social networks</b>	<b>Topic 6. Principles of targeting in social networks and methods of working with the audience The concept of targeting, the search for a target audience in social networks, the compilation of the correct parameters depending on the business goals of the company and marketing strategy.</b>

**Developer: Phd, associate professor marketing dept.**

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<b><i>Production fragmentation and cross-border value chains</i></b>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Section 1. Production fragmentation and cross-border value chains in the conditions of globalization of economies.</b>	<b>Features of the Production fragmentation and cross-border value chains (IT) at the present stage. Factors and tendencies of development of MT. Geographical and commodity structure of MT. Dynamics of indicators of Production fragmentation and cross-border value chains. A role of multinational corporation in Production fragmentation and cross-border value chains Interrelation of Production fragmentation and cross-border value chains (the foreign trade flows) and PII. MT – the most important factor of</b>

	<b>economic growth in the conditions of open economy.</b>
	<b>Influence of crisis on development of Production fragmentation and cross-border value chains.</b>
<b>Section 2. Features of modern foreign trade regulation and Production fragmentation and cross-border value chains policy.</b>	<b>Characteristic features and features of modern foreign trade regulation. Customs tariffs. Non-tariff restrictions. Features of application of measures of non-tariff regulation. International practice of regulation of foreign trade. Evolution of process of liberalization within the GATT/the WTO. WTO as system of agreements. Agreement on agricultural industry</b>
<b>Section 3. Russia in Production fragmentation and cross-border value chains.</b>	<b>Foreign trade of Russia. Dynamics export / import structure of trade. Russia in system of regulation of Production fragmentation and cross-border value chains</b>
<b>Section 4. Production fragmentation and cross-border value chains in primary goods.</b>	<b>The major primary goods – objects of MT. Main indicators of Production fragmentation and cross-border value chains in primary goods. Features of trade in primary goods in the world goods markets. Forms and methods of trade in primary goods. Features of pricing in the world markets of primary goods. International commodity exchanges. Main tendencies of development of Production fragmentation and cross-border value chains in primary goods. The place and economic interests of Russia in the world markets of primary goods</b>
<b>Section 5. Production fragmentation and cross-border value chains in finished goods.</b>	<b>Factors and tendencies of development of the world market of finished goods. Main indicators of Production fragmentation and cross-border value chains in finished goods. Modern factors of goods competitiveness. Modern forms and methods of Production fragmentation and cross-border value chains in finished goods.</b>
<b>Section 6. Production fragmentation and cross-border value chains in services.</b>	<b>Classification of services. Dynamics of Production fragmentation and cross-border value chains in services. Geographical structure of Production fragmentation and cross-border value chains. Regional structure of Production fragmentation and cross-border value chains in services. The general agreement on trade in services (GATS).</b>
<b>Section 7. Production fragmentation and cross-border value chains in the objects of intellectual property (OIP)</b>	<b>Current trends of Production fragmentation and cross-border value chains in objects of intellectual property. Classification of objects of intellectual property. Dynamics and amount of Production fragmentation and cross-border value chains in objects of intellectual property. Forms and methods of trade. Main world trade license centers</b>

Developer: Phd, associate professor marketing dept.

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Marketing audit</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT IN THE COMPANY 'S ACTIVITIES.</b>	<b>Subject, goals and objectives of the course.</b>
	<b>Prerequisites for the use of marketing audit.</b>
	<b>Approaches to marketing audit. Scope and main projects of marketing audit.</b>
	<b>Types of marketing audit. Main issues of marketing audit.</b>
	<b>Marketing audit process</b>
<b>TOPIC 2. AUDIT THE MARKETING ENVIRONMENT</b>	<b>Main aspects of marketing environment audit. Defining the scope of tasks when conducting an audit of the marketing environment.</b>
	<b>Analysis of the main indicators when conducting an audit of the marketing environment</b>
<b>TOPIC 3. MARKETING STRATEGY AUDIT</b>	<b>Audit of the "Goals-strategies" complex. The main factors affecting the "Goals-strategies" complex.</b>
	<b>Audit of the company's goals, objectives, and marketing strategy. Audit of the company's budget.</b>
<b>TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.</b>	<b>Analysis of the structure of the enterprise organization. Analysis of the functional efficiency. Analysis of the effectiveness of interaction between the marketing service and other divisions of the company.</b>
	<b>Optimization of the organizational structure</b>
<b>TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.</b>	<b>Analysis of the marketing information system.</b>
	<b>Analysis of the effectiveness of the marketing planning system. Analysis of the marketing control system.</b>
	<b>Profitability analysis. Cost analysis.</b>
<b>TOPIC 6. AUDIT OF MARKETING FUNCTIONS.</b>	<b>Criteria for evaluating elements of the marketing mix.</b>

	<p><b>Analysis of goals and objectives by elements of the marketing mix.</b></p> <p><b>Analysis of key indicators for all elements of the marketing mix.</b></p>
<b>TOPIC 7. MARKETING AUDIT.</b>	<p><b>Building an organizational structure for marketing, defining the necessary functions, and establishing interaction with business units.</b></p> <p><b>Audit of the applied methods and approaches, analysis of the practice of using marketing tools, determining the effectiveness of marketing.</b></p> <p><b>Development of marketing strategies, definitions of the marketing mix complex to achieve the company's goals</b></p>
<b>TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES</b>	<p><b>Stages of developing an advertising company. The definition of advertising objectives. The definition of the target audience. Choice of media and media.</b></p> <p><b>The definition of budget.</b></p> <p><b>Development of a control system.</b></p> <p><b>Preparing an audit project</b></p>
<b>TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT</b>	<p><b>Decision on the method of consulting. External and internal audit.</b></p> <p><b>Implementation of the audit project by independent consultants. Development of audit tools. Consultancy.</b></p> <p><b>Internal consulting.</b></p> <p><b>Advantages and disadvantages of types of marketing audit.</b></p>
<b>TOPIC 10. MARKETING AUDIT PROCESS</b>	<p><b>The sequence of the audit.</b></p> <p><b>The system of remuneration of independent consultants.</b></p> <p><b>Selection of consultants.</b></p> <p><b>Factors that determine the quality of marketing audit</b></p>

**Developer: Phd, associate professor marketing dept.**

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Digital marketing</i>
<b>Course volume, ECTS/hours.</b>	<b>4/144</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Digitalization patters in marketing</b>	<b>Topic 1. Omnichannel market.</b>
	<b>Topic 2. Development of e-commerce.</b>
	<b>Topic 3. Success stories of online stores.</b>
<b>Target audience segmentation</b>	<b>Topic 4. Consumer on-line.</b>
	<b>Topic 5. The concept of digital marketing, its main goals and objectives.</b>
	<b>Topic 6. Basic digital marketing tools.</b>
<b>Strategic aspects of digital marketing</b>	<b>Topic 7. Digital forms of communication</b>
	<b>Topic 8. Features of digital campaigns</b>
	<b>Topic 9. Digital strategy</b>

**Developer: Phd, associate professor marketing dept.**

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>International economics</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Topic 1. Modern international economics. Concept and types of theories of international trade</b>	<b>The object, subjects, trends and features of the mechanism of realization of international economics. Russian Federation in the system of modern international economics. The classical theory of international trade: mercantilist model, the theory of absolute advantages of Adam Smith and comparative advantage David Ricardo: history of development, the main provisions and recommendations for trade policy. Empirical testing of theory of comparative advantage: test Mcdougal</b>
<b>Topic 2. International trade in the system of International Economics</b>	<b>Modern international trade and its main indicators. The valuation principles of international trade performance. Features of the geographical and commodity structure of international trade. Factors determining the necessity of international trade. Differences in intra-industry and inter-industry trade. The calculation of the index of intra-industry trade has</b>

	<p><b>Thicken–Lloyd. The tools of analysis of international trade: the calculation of the indicator "trading conditions". International trade and economic growth (import substitution, neutral and exporter-oriented economic growth). "Ruining" the growth and the conditions for its determining: the analysis of J. Bhagwati</b></p>
<p><b>Topic 3. State regulation of international trade: the theory and practice.</b></p>	<p><b>Directions and forms of the modern foreign policy of States. Liberalization and protectionism in world trade. Analysis of arguments for and against protectionism and liberalization. Classification of tools of foreign policy of States. Characterization and classification of modern methods of tariff regulation of foreign trade. The nominal and the actual level of protection of national manufacturers. A cascading tariff structure. The consequences of introduction or change of tariff for manufacturers, consumers, government, nation. Classification of non-tariff barriers and their role in the regulation of international trade.</b></p>
<p><b>Topic 4. International finance and capital markets.</b></p>	<p><b>The nature of the mechanism and forms of international capital flows. The theory of international capital movements. The economic consequences of international capital flows. Direct and portfolio foreign investments and their performance. International borrowing and lending. The scale of international capital flows and their distribution in the modern global economy. State and interstate regulation of the international movement of capital. The concept of investment climate and its conditions in individual countries. The role of free economic zones in the world economy: their function and classification. Offshore areas. The place of Russia in the field of international investment.</b></p>
<p><b>Topic 5. State payment balance as a unifying indicator in International Economics</b></p>	<p><b>Balance of payment: concept, basis of preparation, characterization, and classification methods of his articles. Active and passive balances of payments. Factors influencing the balance of payments. The theory of the balance of payments. The structure of the balance of payments: trade balance, current account balance, official balance of payments. Features of the balance of payments methodology. The impact of the balance of payments on the country's economy and basic methods of its regulation. The analysis of the balance of payments leading countries of the world. The modern condition of the Russian balance of payments.</b></p>

<b>Topic 6. International monetary and financial relations.</b>	<b>The concept and features of development of international currency relations at the present stage. The nature, structure and evolution of the world monetary system. The relationship and differences of national and world currency systems. The concept of currency and its types. Exchange rate: definition and classification types. Factors affecting the value of the exchange rate. Methods to estimate and predict the dynamics of the exchange rate. The concept, framework, functions, participants and characteristics of the foreign exchange market. Features of the currency policy of the state. The place and role of the international monetary and banking organizations in the system of international economic relations</b>
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**Developer: Phd, associate professor marketing dept.**

### **COURSE ANNOTATION**

**Education program 38.04.02 «Management»  
(profile «International Marketing management»)**

<b>Course name</b>	<i>International logistics</i>
<b>Course volume, ECTS/hours.</b>	4/144
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
<b>Topic 1. The concept and essence of logistics The origin of logistics</b>	<b>Topic 1. The concept and essence of logistics The origin of logistics. Military and economic logistics. The modern concept of logistics. Prerequisites and stages of rapid development of logistics in the 20th century. Supply chain management. The difference between the logistics approach to managing material flows from the traditional one. The economic effect of using logistics. The basic principles of the effective use of logistics in commercial practice. Logistics terminology. Functional areas and logistics concepts. An example of optimizing total costs through the introduction of logistics methods. The 7R concept. Logistics outsourcing. The most typical intra-company conflicts of various departments performing logistics functions</b>
<b>Topic 2. Procurement logistics</b>	<b>Topic 2. Procurement logistics The essence and objectives of procurement logistics. The importance of procurement logistics for the enterprise. Procurement Service. The principles of solving the problem of "do it yourself or buy". Methods of rational choice of supplier. Strategies for working with suppliers.</b>

	<p>Evaluation of suppliers based on the results of work to make a decision on the extension of purchases. Methods of countering corruption schemes in the field of procurement.</p>
<p><b>Topic 3. Stocks in logistics Purpose and types of inventory</b></p>	<p><b>Topic 3. Stocks in logistics Purpose and types of inventory. Possible negative causes and risks associated with an increase in inventory levels. Inventory management systems and their characteristics. Costs of order fulfillment and inventory storage costs. Determination of the optimal batch size for the delivery of products. Inventory level control systems. Deficit. Regulatory parameters of inventory management systems. Inventory management system for changing demand. Calculation of the insurance stock. Inventory management and rationing. Example of determining the optimal size of the ordered batch. The essence and examples of ABC and XYZ methods. "Kanban" and "Just in time".</b></p>
<p><b>Topic 4. Warehouses in logistics</b></p>	<p><b>Topic 4. Warehouses in logistics Definition and types of warehouses. Warehouse functions. Characteristics of the logistics process in the warehouse and warehouse operations. A general algorithm for choosing between SOP and your warehouse. Calculation of some warehouse performance indicators. Principles of developing an effective warehousing system. Packaging and cargo unit. Typical problems in the planning and implementation of the warehouse process. Methods of identifying "bottlenecks" in the warehouse economy.</b></p>
<p><b>Topic 5. Transport logistics</b></p>	<p><b>Topic 5. Transport logistics The essence and tasks of transport logistics. Disadvantages and advantages of types of vehicles. Choosing the type of vehicle. Transport tariffs. An example of optimizing the cost of cargo delivery. Criteria for choosing a carrier. Incoterms 2020. Planning of customs costs during transportation.</b></p>
<p><b>Topic 6. Distribution logistics</b></p>	<p><b>Topic 6. Distribution logistics The concept of distribution logistics. Tasks of distribution logistics. Logistics channels and their functional parts. Channel level. Methods of optimal placement and types of distribution centers in the serviced area. Building a distribution system. Interaction of distribution logistics with marketing. Types of distribution intermediaries and the choice of their optimal number and combination. Logistics intermediaries. Product features. Return logistics.</b></p>
<p><b>Topic 7. Information logistics</b></p>	<p><b>Topic 7. Information logistics The essence of information logistics and its evolution. The main types of information systems. DBMS. Types of automated</b></p>



	<b>control systems. The process of "computerization" of corporate logistics and typical problems. Informatics of "Supply Chain Management" - APS systems. Total Cost Owner Problem</b>
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**Developer: Phd, associate professor marketing dept.**

**COURSE ANNOTATION**  
**Education program 38.04.02 «Management»**  
**(profile «International Marketing management»)**

<b>Course name</b>	<i>Custom and tariff regulation</i>
<b>Course volume, ECTS/hours.</b>	<b>3/108</b>
<b>COURSE CONTENTS</b>	
<b>Course parts</b>	<b>Topics</b>
Section 1. Custom and tariff regulation in the conditions of globalization of economies.	Features of the Custom and tariff regulation (IT) at the present stage. Factors and tendencies of development of MT. Geographical and commodity structure of MT. Dynamics of indicators of Custom and tariff regulation. A role of multinational corporation in Custom and tariff regulation Interrelation of Custom and tariff regulation (the foreign trade flows) and PII. MT – the most important factor of economic growth in the conditions of open economy. Influence of crisis on development of Custom and tariff regulation.
Section 2. Features of modern foreign trade regulation and Custom and tariff regulation policy.	Characteristic features and features of modern foreign trade regulation. Customs tariffs. Non-tariff restrictions. Features of application of measures of non-tariff regulation. International practice of regulation of foreign trade. Evolution of process of liberalization within the GATT/the WTO. WTO as system of agreements. Agreement on agricultural industry
Section 3. Russia in Custom and tariff regulation.	Foreign trade of Russia. Dynamics export / import structure of trade. Russia in system of regulation of Custom and tariff regulation

Section 4. Custom and tariff regulation in primary goods.	The major primary goods – objects of MT. Main indicators of Custom and tariff regulation in primary goods. Features of trade in primary goods in the world goods markets. Forms and methods of trade in primary goods. Features of pricing in the world markets of primary goods. International commodity exchanges. Main tendencies of development of Custom and tariff regulation in primary goods. The place and economic interests of Russia in the world markets of primary goods
Section 5. Custom and tariff regulation in finished goods.	Factors and tendencies of development of the world market of finished goods. Main indicators of Custom and tariff regulation in finished goods. Modern factors of goods competitiveness. Modern forms and methods of Custom and tariff regulation in finished goods.
Section 6. Custom and tariff regulation in services.	Classification of services. Dynamics of Custom and tariff regulation in services. Geographical structure of Custom and tariff regulation. Regional structure of Custom and tariff regulation in services. The general agreement on trade in services (GATS).
Section 7. Custom and tariff regulation in the objects of intellectual property (OIP)	Current trends of Custom and tariff regulation in objects of intellectual property. Classification of objects of intellectual property. Dynamics and amount of Custom and tariff regulation in objects of intellectual property. Forms and methods of trade. Main world trade license centers

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