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**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA NAMED AFTER  
PATRICE LUMUMBA  
(RUDN University)  
Faculty of Economics**

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**COURSE SYLLABUS**

**INTERNATIONAL MARKETING**

**Recommended by the Didactic Council for the Education Field of  
38.03.01 Economics**

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(code and name of the direction of training/specialty)

**The development of the discipline is carried out within the framework of the  
implementation of the main professional educational program of higher education:**

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International Economic Relations

(name (profile/specialization))

## 1. COURSE GOALS

The purpose of the course. The main objective of the course is to form knowledge in the field of international marketing and is aimed at studying the basic tools of international marketing

Objectives of the discipline:

1. Study of business processes and marketing tools at all levels of international marketing management;
2. Development of knowledge, skills and abilities of international marketing decision-making at the strategic level of management;
3. Study of a set of marketing activities in accordance with the international strategy of the organization;
4. Mastering the skills of strategic and operational planning of international marketing;  
Study of organizational structures and tasks of the marketing service

## 2. LEARNING OUTCOMES

Studying the discipline "International Marketing" is aimed at the formation of the following competencies (part of competencies) among students:

*Table 2.1. List of competencies formed in students when studying the discipline (results of mastering the discipline)*

Competence code	Competence	Competence indicators
GC-2	Able to determine the range of tasks within the set goal and choose the best ways to solve them, based on current legal regulations, available resources and restrictions	GC – 2.1. Know how to determine the available resources and restrictions, the current legal norms within the framework of the tasks set
		GC – 2.2. Able to analyze the schedule for the implementation of the project as a whole and chooses the best way to solve the tasks, based on current legal regulations and available resources and restriction
		GC – 2.3. Able to control the progress of the project, adjusts the schedule in accordance with the results of control
GC-3	Able to carry out social interaction and realize their role in the team	GC – 3.1 Able to determine the role in the team, based on the strategy of cooperation to achieve the goal
		GC – 3.2 Know how to analyze the possible consequences of personal actions and plans their actions to achieve a given result
		GC – 3.3 Able to argue own point of view regarding the use of the ideas of other team members to achieve the goal

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "International Marketing" refers to the part formed by the participants of the educational relations of block B1 of the EP.

Within the framework of the EP, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "International Marketing".

*Table 3.1. List of Higher Education Program (me) components / disciplines that contribute to expected learning/training outcomes*

<b>Code</b>	<b>Competence</b>	<b>Previous disciplines/modules, practices*</b>	<b>Subsequent disciplines/modules, practices*</b>
GC-2	Able to determine the range of tasks within the set goal and choose the best ways to solve them, based on current legal regulations, available resources and restrictions	Microeconomics Macroeconomics Accounting Finance Foreign trade policy	Technological internship Project-technological internship Undergraduate practice Final state examination procedures Degree thesis procedures
GC-3	Able to carry out social interaction and realize their role in the team	Management International labour market and Migration International law	Introductory Internship Final state examination procedures Degree thesis procedures

#### **4. COURSE WORKLOAD AND LEARNING ACTIVITIES**

The total labor intensity of the discipline "International Marketing" is 3 credits.

*Table 4.1. Types of educational work by periods of mastering the EP HE for full-time education*

<b>Type of educational work</b>	<b>TOTAL, academic hours</b>	<b>Semester(s)</b>			
		<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<i>Contact academic hours</i>	<i>51</i>			<i>51</i>	
including:					
Lectures	17			17	
Laboratory works					
Practical/Seminar Classes	34			34	
<i>Self-study (ies), academic hours</i>	<i>48</i>			<i>48</i>	
<i>Evaluation and assessment academic hours</i>	<i>9</i>			<i>9</i>	
<b>Overall labor intensity of the discipline</b>	<i>academic hours</i>			<b>108</b>	
	Credits			<b>3</b>	

#### **5. COURSE MODULES AND CONTENTS**

*Table 5.1. The content of the discipline (module) by types of educational work*

<b>Course Modules and Contents</b>	<b>Modules and Topics (Units/Themes)</b>
Topic 1. Concepts of international marketing. The role of international marketing in business development	<p>The subject, goals and objectives of the course. Introduction to the discipline.</p> <p>The essence of international marketing and the stages of transition to international marketing. Motives of internationalization of business. The main solutions of international marketing. Stages of business internationalization. Styles of behavior of the company in the international market. Concepts of development of international marketing</p>
Topic 2. Foreign Market Entry Planning Model	<p>Marketing solutions of the company when entering international markets. Foreign Market Entry Planning Model</p> <p>Environment and conditions for effective marketing activities. STEP-analysis, SWOT-analysis, assessment of market attractiveness according to the model of competitive forces of P. Porter</p> <p>Assessment of the main risks of the external environment and the degree of their danger to business. The Delphi Method.</p> <p>The main objectives of segmentation. Assessment of the potential of the segment. Evaluation of segment development opportunities</p> <p>Conditions for effective marketing activities of the company</p>
Topic 3. Segmentation of international markets	<p>The main objectives of segmentation. Assess the availability of a segment. Assessment of the potential of the segment.</p> <p>Assessment of the possibilities of mastering the segment. BERI Risk Criteria and Risk Assessment Method.</p>
Topic 4. International marketing research	<p>The main problems when ordering international marketing research</p> <p>Plan for international marketing research. Classification of marketing research plans</p> <p>Marketing research development algorithm</p> <p>Development of technical specifications and proposals for the study</p> <p>Algorithm for conducting desk research, collecting and analyzing secondary information</p>
Topic 5. International Marketing Strategies	<p>Strategies of the multinational market concept. Strategies of the global market concept. International Competitive Strategies: Regional Strategies.</p>
Topic 6. Planning distribution channels when entering foreign markets	<p>Functions of distribution channels. International distribution channels. Ways to penetrate foreign markets and carry out trade operations in them. Criteria for selecting distribution channels. Types of sales. Criteria for the selection and evaluation of intermediaries.</p>

<b>Course Modules and Contents</b>	<b>Modules and Topics (Units/Themes)</b>
Topic 7. Cross-cultural aspects of international marketing	3 types of crops according to R. Lewis. Theory of Marketing Globalization. Cross-cultural competence in marketing communications. Ways to Achieve and Leverage Competitive Advantage in a Global Strategy
Topic 8. Organization of international marketing	International marketing management structures. Management functions in international marketing

## **6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS**

*Table 6.1. Logistics of discipline*

<b>Audience type</b>	<b>Equipping the classroom</b>	<b>Specialized educational/laboratory equipment, software and materials for mastering the discipline</b>  (if necessary)
Lecture hall	Auditorium 101 for conducting lecture-type classes, equipped with a set of specialized furniture; a blackboard (screen) and technical means of multimedia presentations.	Asus F6A Laptop, Casio XJ-S 400 UN Multimedia Projector, Casio XJ-V 100W Multimedia Projector, GEHA 244*244 Projection Screen, Draper 203*1 Wired Screen, Defender Mercury 35 MkII Speaker System, Philip TV
Seminary	Auditorium 103 for seminar-type classes, group and individual consultations, ongoing monitoring and interim certification, equipped with a set of specialized furniture and multimedia presentation equipment.	Asus F6A Laptop, Casio XJ-S400UN Multimedia Projector, Digis Electra MW DSEM - 1105 Motorized Screen
	Computer class 19 for conducting classes, group and individual consultations, current control and intermediate certification, equipped with personal computers (in the amount of 21 pcs.), a blackboard (screen) and multimedia presentation equipment.	Lenovo Intel I5 10160T/8 GB/256 GB/audio Monoblock, 24" monitor, Casio XJ-V 100W Multimedia Projector, Digis Electra 200*150 Dsem-4303 motorized Screen
Computer class	Auditorium 29 for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" monitor, Casio XJ-V 100W Multimedia Projector, Motorized Digis Electra

Audience type	Equipping the classroom	Specialized educational/laboratory equipment, software and materials for mastering the discipline (if necessary)
		200*150 Dsem-4303 screen

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

### (a) Basic literature

1. International marketing: textbook and practicum for bachelor's and master's degree / I. V. Vorobyova [et al.] ; ed. by I. V. Vorobyeva, K. Petsoldt, S. F. Sutyryna. — M. : Izdatelstvo Yurait, 2018. — 398 p. — (Series: Bachelor and Master. Academic Course). — ISBN 978-5-534-02455-5.
2. Oyner, O. K. Marketing Performance Management: Textbook and Practicum for Bachelor's and Master's Degrees / O. K. Oyner. — 2nd ed., revised and expanded. — M. : Izdatelstvo Yurait, 2018. — 350 p. — (Series: Bachelor and Master. Academic Course). — ISBN 978-5-534-04642-7. International marketing : textbook and practicum for universities / A. L. Abaev [i dr.] ; edited by A. L. Abaev, V. A. Aleksunin. — Moscow: Izdatelstvo Yurait, 2021. — 362 p. — (Higher education). — ISBN 978-5-534-01169-2. — Text: elektronnyi // EBS Yurayt [site]. — URL: <https://urait.ru/bcode/468845> (date of access: 2025-03-14).

### (b) Additional literature

1. Aaker, D. A. Brand Leadership / D. A. Aaker. — New York : Free Press, 2000. — P. 150–300. — URL: <https://studfile.net/preview/10752360/> (date of access: 2025-04-10).
2. Daniels, J. D., Radebaugh, L. H., Sullivan, D. P. International Business: Environments and Operations / J. D. Daniels, L. H. Radebaugh, D. P. Sullivan. — 16th ed. — Harlow : Pearson, 2018. — P. 320–400. — URL: <https://clck.ru/3Lmr9r> (date of access: 2025-03-30).
3. Friedman, T. L. The World Is Flat: A Brief History of the Twenty-First Century / T. L. Friedman. — New York : Farrar, Straus and Giroux, 2005. — P. 180–250. — URL: <https://clck.ru/3LmrGb> (date of access: 2025-02-01).
4. Ghemawat, P. World 3.0: Global Prosperity and How to Achieve It / P. Ghemawat. — Boston : Harvard Business Review Press, 2011. — P. 95–150. — URL: <https://clck.ru/3LmrLm> (date of access: 2025-04-05).
5. Golubkova, S., Golubkov, M. International Marketing: Strategies for Global Markets / S. Golubkova, M. Golubkov. — Moscow : Moscow Business Press, 2020. — P. 110–200. — URL: <https://nauchkniga.com/nk/index.php?action=bookInfo&id=20937> (date of access: 2025-03-09).
6. Jeannet, J.-P., Hennessey, D. H. Global Marketing Strategies / J.-P. Jeannet, D. H. Hennessey. — 8th ed. — Boston : Houghton Mifflin, 2016. — P. 75–130. — URL: <https://www.scirp.org/reference/referencespapers?referenceid=2035574> (date of access: 2025-02-02).
7. Keegan, W. J., Green, M. C. Global Marketing / W. J. Keegan, M. C. Green. — 10th ed. — Harlow : Pearson, 2020. — P. 50–220. — URL: [https://books.google.ru/books/about/Global\\_Marketing.html?id=NQEvAAAAQBAJ&redir\\_esc=y](https://books.google.ru/books/about/Global_Marketing.html?id=NQEvAAAAQBAJ&redir_esc=y) (date of access: 2025-02-02).
8. Kotler, P., Keller, K. L. Marketing Management / P. Kotler, K. L. Keller. — 15th ed. — Harlow : Pearson, 2016. — P. 600–700.

(c) Articles and reports

1. Journal of International Marketing. — American Marketing Association. — URL: <https://www.ama.org>
2. McKinsey & Company. Global Markets Outlook 2023. — URL: <https://www.mckinsey.com>
3. Harvard Business Review. Marketing Across Cultures: Case Study Collection / HBR Press. — URL: [https://hbr.org/topic/subject/cross\\_cultural-management](https://hbr.org/topic/subject/cross_cultural-management)

**Periodicals:**

1. Marketing.
2. Marketing in Russia and abroad.
3. Marketing and marketing research in Russia.
4. Marketing specialist.
5. New marketing.
6. The secret of the company.
7. Consumption, Markets & Culture.
8. European Journal of Marketing.
9. Industrial Marketing Management.
10. International Journal of Advertising.
11. International Journal of Consumer Studies.
12. International Journal of Research in Marketing.
13. Journal of the Academy of Marketing Science.
14. Journal of Euromarketing.
15. Journal of International Consumer Marketing.
16. Journal of Public Policy & Marketing.
17. Marketing Intelligence & Planning.
18. Psychology & Marketing.

*Resources of the information and telecommunication network "Internet":*

RUDN ELS and third-party ELS, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>
- ELS "University Library Online" <http://www.biblioclub.ru>
- ELS Yurayt <http://www.biblio-online.ru>
- ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- ELS "Lan" <http://e.lanbook.com/>
- ELS "Trinity Bridge"

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation  
<http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>

*Educational and methodical materials for independent work of students when mastering the discipline / module\*:*

## **8. EVALUATION TOOLKIT & GRADING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCIES IN THE COURSE**

Evaluation materials and a grading system\* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline " International Marketing " are presented in the Appendix to this Course Syllabus of the discipline.

\* - EP are formed on the basis of the requirements of the relevant local regulatory act of RUDN University.

### **DEVELOPERS:**

**Associate prof. at the  
Department of International  
Economic Relations**

\_\_\_\_\_  
position, educational department

\_\_\_\_\_  
Signature

**M.I. Dyatlova**  
\_\_\_\_\_  
name and surname.

### **HEAD OF THE HIGHER EDUCATION PROGRAMME:**

**Doctor of Economics, Professor  
at the Department of  
International Economic  
Relations**

\_\_\_\_\_  
position, educational department

\_\_\_\_\_  
signature

**I.V.Andronova**  
\_\_\_\_\_  
name and surname.