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**Federal State Autonomous Educational Institution of Higher Education  
Peoples' Friendship University of Russia named after Patrice Lumumba  
RUDN University**

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educational division (faculty/institute/academy) as higher education programme developer

## **COURSE SYLLABUS**

### **REGULATION OF MARKETING ACTIVITIES ON INTERNATIONAL MARKETS**

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course title

**Recommended by the Didactic Council for the Education Field of:**

#### **38.04.02 MANAGEMENT**

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field of studies / speciality code and title

**The course instruction is implemented within the professional education programme  
of higher education:**

#### **INTERNATIONAL MARKETING**

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higher education programme profile/specialisation title

## 1. COURSE GOAL(s)

The discipline "Regulation of Marketing Activities on International Markets" is part of the master's program "International Marketing" in the field of study 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Department of Marketing.

The discipline consists of 3 sections and 6 topics and is aimed at studying the purpose of mastering the discipline "Regulation of marketing activities in international markets," which is to provide undergraduates with in-depth knowledge of legal, ethical, and institutional mechanisms for regulating marketing in a transnational environment. The discipline focuses on the study of the system of international and national norms governing advertising, promotion, pricing, competition, consumer protection, and the use of data in foreign markets. Special attention is paid to the analysis of the relationship between the company's strategic marketing decisions and the requirements of various regulators: intergovernmental organizations, supranational associations, national authorities, and industry self-regulatory structures.

The goal of mastering the discipline is to examine the practical issues of adapting marketing tools to the legal and cultural constraints of target countries, managing legal and reputational risks, and developing compliance policies in the field of marketing. An important task of the discipline is to develop undergraduates' ability to interpret regulations, codes, and standards in the context of marketing activities, as well as to take into account regulatory trends when developing international marketing strategies. The course is designed to ensure that graduates are ready to make managerial decisions consistent with regulatory requirements and to participate in the formation of responsible and sustainable marketing practices in international markets.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Operational Marketing Planning in International Companies" is aimed at forming the following competencies (parts of competencies) among students:

*Table 2.1. List of competences that students acquire through the course study*

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.; GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration.;

Competence code	Competence descriptor	Competence formation indicators (within this course)
PC-6	Capable of planning and controlling the marketing activities of an international company	PC--6.1 Knows the stages of international strategic planning; PC--6.2 Knows the criteria for determining the key indicators used in planning the company's marketing activities at the international level; PC--6.3 Knows how to form marketing plans; PC--6.4 Able to develop the basic business processes of an enterprise related to marketing activities; PC--6.5 Knows the methods of developing and implementing marketing programs; PC--6.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the company;
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.	PC-7.1 Defines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory legal acts.; PC-7.2 Organizes and conducts preventive measures in an educational or social environment in accordance with established requirements and regulatory documents;

### 3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Regulation of Marketing Activities on International Markets" belongs to the part formed by the participants of educational relations of Block 1 "Disciplines (Modules)" of the higher education program. Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Regulation of Marketing Activities on International Markets."

*Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results*

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism		Pre-Degree Internship;
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	Corporate governance; Managerial Economics; Management Research Methodology; Global Strategic Management; Research Work;	Pre-Degree Internship;

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
PC-6	Capable of planning and controlling the marketing activities of an international company	Marketing management in international companies; Brand Portfolio Management in International Markets**; Branding in International Companies**;	Pre-Degree Internship;

\* filled in accordance with the competency matrix and the SIP of the educational program of higher education

\*\* - elective disciplines/practices

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

##### Possible wording

The total workload of the discipline “International Marketing Strategies” is “5” credit units.

*Table 4.1. Types of academic activities during the periods of higher education programme mastering (**full-time training**)\**

Type of academic activities	Total academic hours	Semesters/training modules
		3
<i>Contact academic hours</i>	54	54
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	36	36
<i>Self-studies</i>	36	36
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18	18
<b>Course workload</b>	<b>108</b>	<b>108</b>
	<b>3</b>	<b>3</b>

## 5. COURSE CONTENTS

*Table 5.1. Course contents and academic activities types*

<b>Nuber of Module</b>	<b>Name of the Discipline Section</b>	<b>Name of the Topic</b>		<b>Content of the Topic</b>	<b>Type of Academic Work*</b>
Module 1	Institutional environment and legal framework for regulating international marketing	1.1	Experience of international legal and supranational frameworks of marketing activities	The system of international organizations and agreements affecting the marketing activities of companies (WTO, OECD, WIPO, UN bodies, etc.). The role of regional integration associations (EU, EAEU, etc.) in the formation of uniform standards of advertising, protection of competition and consumers. The basic principles of free trade, non-discrimination and fair competition and their impact on the marketing decisions of international companies.	LC, S
		1.2	National marketing regulation and a multilevel regulatory environment	National legislation on advertising, consumer protection, unfair competition, personal data protection and trade secrets in various countries. The specifics of an international company's interaction with national regulators and courts. Conflicts of norms and conflicts of law when conducting marketing activities in several jurisdictions at once, approaches to their resolution and risk minimization.	LC, S
Module 2	Regulation of key marketing tools in international markets	2.1	Advertising, promotion, and communication: legal and ethical constraints	Regulatory regulation of advertising activities: requirements for the content, form and reliability of advertising, prohibitions and restrictions (sensitive product categories, vulnerable audiences, comparative and hidden advertising). International and national codes of advertising practice, industry self-regulation, complaint handling mechanisms. Ethical aspects of cross-cultural communications, unacceptable stereotypes and discriminatory images in international advertising.	LC, S
		2.2	Regulation of pricing, competition and the use of data in marketing	Antitrust restrictions in the field of pricing and sales: cartels, dumping, price discrimination, vertical restrictions, unfair competition. Regulation of discount and bonus programs, promotions and loyalty schemes. Legal regimes for the processing and use of personal data and marketing analytics (GDPR and similar acts), requirements for consent, storage and cross-border data transfer, the impact of these norms on digital marketing and	LC, S

				targeted communications.	
Module 3	International context, ethical standards, and modern challenges in consumer behavior	3.1	Marketing compliance and regulatory risk management	The concept and elements of a marketing compliance system in an international company. Identification and assessment of regulatory risks associated with marketing activities (fines, campaign bans, product recalls, reputational losses). Development and implementation of internal policies, procedures and standards of conduct for marketing and sales departments, staff training, interaction between the legal service and marketing.	LC, S
		3.2	Corporate social responsibility, sustainable development and marketing regulation	The relationship of ESG approaches and corporate social responsibility with marketing activities in international markets. Regulation of "green marketing" and countering greenwashing, requirements for environmental statements and labeling. The role of public organizations, media, and consumer communities in monitoring marketing practices. Formation of a sustainable marketing strategy that combines the company's commercial goals and the requirements of regulators, society and partners.	LC, S

\* - to be filled in only for **full**-time training; *LC* - lectures; *LW* - lab work; *S* - seminars.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

*Table 6.1. Classroom equipment and technology support requirements*

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
		Microsoft Office 2021 LTSC
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

\* The premises for students' self-studies are subject to **MANDATORY** mention

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

### *Main readings:*

1. Cherepanova, V. A. Compliance program of the organization: a practical guide / V. A. Cherepanova. -5th ed., ispr. -Moscow: INFRA-M, 2024. — 285 p.-DOI 10.12737/1221793. - ISBN 978-5-16-016722-0. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2132497>

2. Guryeva, M. V. Copyright on the Internet. Actual problems of regulation : a textbook for universities / M. V. Guryeva. — Saint Petersburg : Lan, 2026. — 80 p. — ISBN 978-5-507-54195-9. — Text : electronic // Lan : electronic library system. — URL: <https://e.lanbook.com/book/512009> (date of request: 00.00.0000). — Access mode: for authorization. users

### *Additional readings:*

1. Mazilkina, E. I. Fundamentals of advertising: a textbook / E.I. Mazilkina, G.G. Panichkina, L.A. Olkhova. — 2nd ed. — Moscow : INFRA-M, 2024. — 240 p. — (Secondary vocational education). - ISBN 978-5-16-019214-7. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2029815>

2. Commercial (trade) law of foreign countries : textbook and practice for universities / responsible editors V. F. Popondopulo, O. A. Makarova. — 4th ed. — Moscow : Yurayt Publishing House, 2025. — 562 p. — (Higher education). — ISBN 978-5-534-14824-4. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/560047> (date of request: 03/17/2026).

### *Internet sources*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>

- EL "University Library Online" <http://www.biblioclub.ru>
- EL "Yurayt" <http://www.biblio-online.ru>
- EL "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EL "Lan" <http://e.lanbook.com/>
- EL "Trinity Bridge"

## 2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine <https://www.yandex.ru/>
- Google search engine <https://www.google.ru/>
- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course \*:*

### Course of Lectures on the Discipline "International Marketing Strategies"

\* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

***All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!***

**DEVELOPERS:**

Associate Professor

Sergey Yuryevich Chernikov

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position, department

name and surname

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position, department

name and surname

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Head of the Department

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