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

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

COURSE SYLLABUS

DIRECT MARKETING IN INTERNATIONAL ENVIRONMENT

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

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

INTERNATIONAL MARKETING - MANAGEMENT

higher education programme profile/specialisation title

1. COURSE GOAL(S)

The discipline "Direct Marketing in International Environment" is part of the master's program "International Marketing - Management" in the direction 38.04.02 "Management" and is studied in the 2nd semester of the 1st year. The discipline is implemented by the Department of Marketing. It consists of 3 sections and 6 topics and is aimed at studying the course "Direct Marketing in International Environment" is part of the master's programme "International Marketing management" (field of study 38.04.02 Management). It is aimed at forming a coherent system of knowledge and skills in the field of planning, implementing and evaluating direct marketing activities of companies operating across borders. The discipline focuses on the conceptual foundations, tools and technologies of direct marketing (offline and digital) and on their application in the context of foreign economic activity and international marketing communications. Special attention is paid to building and managing databases of international customers, designing personalised offers, and integrating direct marketing with other elements of the communications mix in different country markets.

The goal of mastering the discipline is the course also highlights legal and business aspects of direct marketing in various jurisdictions, including data protection, consent, and self-regulation in international advertising practice. An important task of the discipline is to develop students' competences in designing cross-border direct marketing campaigns, taking into account cultural differences, regulatory constraints and performance metrics. Mastering the course is intended to prepare graduates to use direct marketing as a strategic tool for customer acquisition, retention and relationship building in international markets.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Direct Marketing in International Environment" 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-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.	GC-3.1 Defines the role in the team based on the strategy of cooperation to achieve the set goal.; GC-3.2 Formulates and takes into account in its activities the behavioral characteristics of groups of people, identified depending on the set goal.; GC-3.3 Analyzes the possible consequences of personal actions and plans actions to achieve the desired result.; GC-3.4 Exchanges information, knowledge and experience with team members; GC-3.5 Argues his point of view about using the ideas of other team members to achieve his goal.; GC-3.6 Participates in teamwork to complete assignments;

Competence code	Competence descriptor	Competence formation indicators (within this course)
PC-2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	PC--2.1 Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science); PC--2.2 Able to work with digital data, evaluate its sources and relevance; PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products; PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising technologies;
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC--4.1 Knows the components of the commodity distribution system in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets; PC--4.2 Knows the main forms of the company's entry into the international market; PC--4.3 Able to manage the processes of supply and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Direct Marketing in International Environment" 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 "Trade Marketing and Sales."

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*
GC-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.		Pre-Degree Internship;
PC-2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's	Research Work;	International Aspects of Product Development; Research Work; Pre-Degree Internship;

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
	international markets		
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Research Work;	Distribution Chain Management; Research Work; 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 "Direct Marketing In International Environment" 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
		2
<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>	81	81
Course workload	144	144
	4	4

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Nuber of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	Conceptual foundations of direct marketing in international environment	1.1	Essence and tools of direct marketing in global markets	This topic introduces the basic concepts, principles and evolution of direct marketing, with emphasis on its role in the integrated marketing communications system of international companies. It considers the key features of direct marketing (addressability, measurability, interactivity, personalisation), main channels and tools (direct mail, telemarketing, catalogues, e-mail, SMS, messengers, social media, landing pages) and their use in B2C and B2B contexts across different countries. The topic also reviews advantages and limitations of direct marketing in comparison with mass advertising, especially in fragmented and highly competitive global markets.	LC, S
		1.2	Factors of Retail Succes	This topic focuses on the creation, maintenance and use of customer and prospect databases for direct marketing in an international environment. It examines data sources, data quality issues, and the logic of building unified and local databases for different markets. Special attention is given to criteria and methods of segmentation and targeting for direct campaigns (RFM analysis, behavioural and value-based segmentation, look-alike modelling) and to the challenges of applying them across cultures and jurisdictions. The topic also addresses basic data protection and privacy requirements that influence database structure and targeting practices in various countries.	LC, S
Module 2	Planning and implementation of international direct marketing campaigns	2.1	Direct marketing campaign planning and offer design in international context	This topic covers the full cycle of planning a direct marketing campaign for foreign markets: setting objectives, defining target audiences, selecting channels, budgeting and scheduling. It examines the structure of a direct marketing offer (proposition, incentive, call to action, response mechanism) and principles of its adaptation for different countries and cultural contexts. Students learn to align	LC, S

				direct marketing campaigns with the company's international marketing strategy, to choose between test markets and full-scale roll-outs, and to formulate hypotheses for A/B and multivariate testing.	
		2.2	Creative, media and cross-channel integration in international direct marketing	This topic analyses the creative aspects of direct marketing (copy, visual elements, personalisation logic) and their cultural adaptation for international audiences. It looks at channel selection and combination (e-mail + social media + messenger + direct mail, etc.) in different country markets, taking into account media consumption patterns and technological infrastructure. Particular emphasis is placed on integrating direct marketing with other communication tools (brand advertising, trade marketing, PR, content marketing) to create coherent customer journeys and to avoid conflicts between global and local initiatives	LC, S
Module 3	Legal, ethical and performance aspects of direct marketing in international environment	3.1	Legal and ethical regulation of international direct marketing	This topic examines the main legal frameworks and self-regulatory codes that govern direct marketing activities in different countries and regions. It addresses issues such as data protection and privacy (GDPR and similar regimes), consent and opt-in/opt-out mechanisms, rules for e-mail and SMS marketing, telemarketing restrictions, and requirements for identification and transparency in direct offers.	LC, S
		3.2	Measurement, analytics and optimisation of international direct marketing	This topic focuses on evaluating the effectiveness and efficiency of direct marketing campaigns in international markets. It covers key metrics (response rate, conversion rate, cost per contact, cost per acquisition, lifetime value, ROI/ROMI) and approaches to tracking them across channels and countries. The topic also explores methods of testing and optimisation (A/B tests, holdout groups, attribution models), challenges of cross-country comparison and benchmarking, and the use of marketing automation and CRM systems for ongoing improvement of direct marketing programmes.	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 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. Kazakova, N. A. Modern strategic analysis : textbook and workshop for universities / N. A. Kazakova. — 4th ed., revised and add. Moscow : Yurait Publishing House, 2026. 453 p. (Higher education). — ISBN 978-5-534-17949-1. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/583190> (date of request: 03/17/2026).
2. Kozhevnikova, G. P. Information systems and technologies in marketing : a textbook for universities / G. P. Kozhevnikova, B. E. Odintsovo. Moscow : Yurait Publishing House, 2026. 444 p. (Higher education). — ISBN 978-5-534-07447-5. — Text : electronic // Yurayt educational platform [website]. — URL: <https://urait.ru/bcode/583434> (date of request: 03/17/2026).

Additional readings:

1. Strategic management : textbook / I. K. Larionov, A. N. Gerasin, O. N. Gerasina [et al.] ; edited by I. K. Larionov. – 6th ed. – Moscow : Dashkov and Co., 2023. – 234 p. : ill., schematics. – (Educational publications for masters). – Access mode: by subscription. – URL: <https://biblioclub.ru/index.php?page=book&id=710099> (date of request: 12/21/2023). – ISBN 978-5-394-05325-2. – Text : electronic
2. Solovyova, Yu. N. Competitive advantages and benchmarking : a textbook for universities / Yu. N. Solovyova. — 2nd ed., ispr. and add. Moscow : Yurait Publishing House, 2026. 139 p. (Higher education). — ISBN 978-5-534-11498-0. — Text : electronic // Educational pl

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
- 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/](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 "Direct Marketing in International Environment"

* 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!

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