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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

INTERNATIONAL MARKETING STRATEGIES

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)

Possible wording

The discipline “International Marketing Strategies” is part of the master’s program “International Marketing - Management” in the field of study 38.04.02 “Management” and is studied in the 2nd semester of the 1st year. The discipline is implemented by the Department of Marketing.

The discipline consists of 3 sections and 7 topics and is aimed at studying the development of students’ global vision of international markets and their skills in creatively using marketing tools in the foreign economic activity of enterprises under intensifying competition in world product markets. The course “International Marketing Strategies” is part of the master’s programme “International Marketing - Management” (field of study 38.04.02 Management). The discipline pays special attention to the marketing aspects of Russian companies entering international markets and to the adaptation of global marketing strategies of international companies to Russian conditions, and is supplemented with case situations from the contemporary practice of Russian and foreign enterprises.

The goal of mastering the discipline is the development of the following competencies: the ability to identify and implement priorities of one’s own activity and ways of its improvement based on self-assessment; the ability to independently make well-grounded organizational and managerial decisions, evaluate their operational, organizational, and social effectiveness, and ensure their implementation in complex (including cross-cultural) and dynamic environments; and the ability to develop, implement, and improve pricing strategies in international markets.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Possible wording

Mastering the discipline “International Marketing Strategies” 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-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-assessment	GC-6.1 Controls the amount of time spent on specific activities; GC-6.2 Develops time management tools and methods for specific tasks, projects, and goals.; GC-6.3 Analyzes your resources and their limits (personal, situational, temporary, etc.) to successfully complete the task.; GC-6.4 Assigns tasks to long-, medium-, and short-term ones based on the relevance and analysis of resources for their implementation.;

Competence code	Competence descriptor	Competence formation indicators (within this course)
GPC-3	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment.	GPC-3 .1 Knows the methods of making optimal management decisions in a dynamic business environment; GPC-3 .2 Makes informed organizational and managerial decisions; GPC-3 .3 Evaluates the operational and organizational effectiveness and the social significance of organizational and managerial decisions; GPC-3 .4 Ensures the implementation of organizational and managerial decisions in a complex (including cross-cultural) and dynamic environment;
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	PC--3.1 Knows the main strategic and tactical aspects of setting prices in the commodity distribution channel on international markets; PC--3.2 Knows the specifics of pricing tangible and intangible goods on international markets; PC--3.3 Able to develop a pricing strategy taking into account market factors in international markets; PC--3.4 Proficient in tool usage for evaluating the value of a product offer (matching the price to market expectations);

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The course refers to the core/variable/elective* component of (B1) block of the higher educational programme curriculum.

* - Underline whatever applicable.

Within the higher education programme students also master other (modules) and / or internships that contribute to the achievement of the expected learning outcomes as results of the course study.

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*
GPC-3	Able to independently make informed organizational and managerial decisions, assess their operational and organizational effectiveness and social significance, and ensure their implementation in a complex (including cross-cultural) and dynamic environment.	Corporate governance;	Pre-Degree Internship;

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GC-6	Able to identify and implement the priorities of his own activities and ways to improve them based on self-assessment	Research Work;	Research Work; Pre-Degree Internship;
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	Research Work;	Situational Analysis and its International Application Practice**; Marketing Analytics**; 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 “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
		2
<i>Contact academic hours</i>	72	72
Lectures (LC)	36	36
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	36	36
<i>Self-studies</i>	81	81
<i>Evaluation and assessment (exam/passing/failing grade)</i>	27	27
Course workload	academic hours	180
	credits	5

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	Theoretical Foundations of International Marketing Strategies	1.1	International marketing: basic definitions	This topic clarifies key terms such as international marketing, global marketing, transnational company, and export-oriented firm. It focuses on the differences between operating on domestic and foreign markets and on how these definitions influence the choice of strategic marketing approaches.	LC, S
		1.2	Company internationalization as a factor in the development of international marketing	This topic analyses the stages and motives of company internationalisation and their impact on marketing strategy. It considers models of internationalisation (Uppsala, born globals, network approaches) and shows how entering foreign markets changes requirements for marketing planning and implementation.	LC, S
Module 2	Global Marketing Environment	2.1	The global marketing environment	This topic explores the structure and dynamics of the global marketing environment, including economic, political-legal, technological and socio-cultural dimensions. Special attention is paid to how global trends and shocks (crises, sanctions, digitalisation) affect the formation and adjustment of international marketing strategies.	LC, S
		2.2	Micro-, meso- and macro-levels of the international marketing environment	This topic distinguishes between micro-, meso- and macro-environment levels in international marketing and analyses their influence on company decisions. It emphasises the role of competitors, partners, industry structures and national/regional institutions in shaping strategic opportunities and constraints for firms on foreign markets.	LC, S
Module 3	Specifics of Marketing Strategies in International Markets	3.1	Organization and methods of international marketing research	This topic examines approaches to planning and conducting marketing research in foreign markets, including sources of secondary data and methods of collecting primary information. It addresses typical problems of cross-country research comparability and shows how research results are used to justify international marketing strategies.	LC, S

		3.2	Penetration strategies and forms of consolidation in international markets; segmentation of international markets	This topic presents the main strategies and forms of entering and consolidating in international markets (export, licensing, franchising, joint ventures, subsidiaries) and links them with marketing objectives. It also considers principles and criteria for segmenting international markets and selecting target segments for foreign operations	LC, S
		3.3	Positioning strategies in international markets; product and distribution policy in international marketing	This topic focuses on the development of positioning strategies for products and brands in different country markets and on balancing standardisation and adaptation. It analyses how product policy and distribution decisions (channels, partners, logistics schemes) are coordinated to support the chosen international marketing strategy and to take into account local conditions, including the Russian market.	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

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
		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. Vorobyeva, I. V., Pezoldt, K., Sutyryn, S. F. (eds.). International Marketing: Textbook and Practice Book for Universities. Moscow: Yurait, 2026. 398 p. (Higher Education). ISBN 978-5-534-02455-5. Text: electronic // Yurait Educational Platform. URL: <https://urait.ru/bcode/583222> (accessed: 19.03.2026).

2. Didenko, N. I., Skripnyuk, D. F. International Marketing. Practice: University Textbook. Moscow: Yurait, 2026. 406 p. (Higher Education). ISBN 978-5-9916-9796-5. Text: electronic // Yurait Educational Platform. URL: <https://urait.ru/bcode/584478> (accessed: 19.03.2026).

Additional readings:

1. Pogorletsky, A. I. et al. International Business. Theory and Practice: Textbook for Bachelors / ed. by A. I. Pogorletsky, S. F. Sutyryn. Moscow: Yurait, 2021. 733 p. (Bachelor. Academic Course). ISBN 978-5-9916-3256-0. Text: electronic // Yurait ELS. URL: <https://biblio-online.ru/bcode/426103> (accessed: 25.03.2025).

2. Skorobogatykh, I. I., Sidorchuk, R. R., Andreev, S. N. (eds.). Marketing: Creating and Delivering Customer Value: Textbook. Moscow: INFRA-M, 2024. 589 p. (Higher Education). DOI 10.12737/1003504. ISBN 978-5-16-019085-3. Text: electronic // Znanium. URL: <https://znanium.ru/catalog/product/2084406> (accessed: 25.03.2025).

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/>

- 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!

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