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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**

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### **INTERNATIONAL ASPECTS OF PRODUCT DEVELOPMENT**

course title

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

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#### **38.04.02 MANAGEMENT**

field of studies / speciality code and title

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

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#### **INTERNATIONAL MARKETING**

higher education programme profile/specialisation title

**2026 г.**

## 1. COURSE GOAL(S)

The discipline "International Aspects of Product Development" is part of the Master's program "International Marketing" under 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Marketing Department. The discipline consists of 4 sections and 12 topics and is aimed at studying of the processes involved in developing and launching new products in international markets.

The goal of mastering the discipline is to prepare specialists capable of managing the product life cycle in a global context.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "International Aspects of Product Development" 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-7            | Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.   | GC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems.;<br>GC-7.2 Evaluates information, its reliability, and draws logical conclusions based on incoming information and data.;  |
| GPC-4           | Able to lead project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas of activity and their corresponding business models of organizations. | GPC-4 .1 Uses modern methods, technologies and tools for managing project and process activities in the company;<br>GPC-4 .2 Applies modern management practices, leadership and communication skills in process and project activities.;<br>GPC-4 .3 Identifies and evaluates new market opportunities for the development of innovative activities of the company;<br>GPC-4 .4 Develops company development strategies and corresponding business models based on the use of modern business positioning methods.; |
| 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);<br>PC--2.2 Able to work with digital data, evaluate its sources and relevance;<br>PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products;<br>PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising technologies;   |

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "International Aspects of Product Development" belongs to the mandatory part 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 "International Aspects of Product Development".

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-4           | Able to lead project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative areas of activity and their corresponding business models of organizations. | Marketing management in international companies;<br>Global Strategic Management;          | Pre-Degree Internship;      |
| GC-7            | Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.   | Research Work;  | Pre-Degree Internship;      |
| PC--2           | Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets   | <i>Trade Marketing and Sales**</i> ;<br><i>Industrial Marketing**</i> ;<br>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

The total workload of the discipline "International Aspects of Product Development" is 6 credit units.

*Table 4.1. Types of academic activities during the periods of higher education programme mastering.*

| 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>   | 144                  |            | 144                        |
| <i>Evaluation and assessment (exam/passing/failing grade)</i> | 18                   |            | 18                         |
| <b>Course workload</b>  | academic hours       | <b>216</b> | 216                        |
|   | credits              | <b>6</b>   | 6                          |

## 5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

| Module Number | Name of the Discipline Section                             | Name of the Topic |   | Content of the Topic  | Type of Academic Work* |
|---------------|--|-------------------|---|---|------------------------|
| Раздел 1      | Strategic Foundations of International Product Development | 1.1               | Internationalization and Innovation in a Global Context | Innovations, types of innovations. Internationalization of companies. Open innovation and international knowledge exchange  | LC, S                  |
|               |  | 1.2               | Global Strategy and Product Portfolio Management        | Segmentation in the international market, selection of a target segment. Fundamentals of global product policy (standardization and adaptation).  | LC, S                  |
|               |  | 1.3               | Global Market Research for Product Development          | The process of international marketing research. Cross-cultural consumer research (opportunities and limitations). Organization of international marketing research.                                      | LC, S                  |
| Раздел 2      | Cross-Cultural Aspects and Product Adaptation              | 2.1               | Cultural Dimensions and Consumer Behavior               | Value models and differences in consumer behavior and product preferences. Factors influencing consumer behavior in international markets.  | LC, S                  |
|               |  | 2.2               | Product Adaptation to Local Markets                     | Approaches to product adaptation for foreign markets. The balance between standardization and adaptation. Global brand identity and product adaptation to the local market.                               | LC, S                  |
|               |  | 2.3               | Ethics and Social Responsibility in Global Development  | Ethical aspects in product development, the role of the international company's product assortment in achieving sustainable development goals.  | LC, S                  |
| Раздел 3      | Global Go-to-Market Strategies for New Products            | 3.1               | International Market Entry Strategies for New Products  | Strategies for entering international markets. Timing of market entry.  | LC, S                  |
|               |  | 3.2               | Global Marketing Communications                         | Characteristics of marketing communications in the international market. Opportunities for standardization and adaptation across marketing communications tools.  | LC, S                  |
|               |  | 3.3               | Global Pricing and Distribution Channels                | Pricing specifics in the international market. Pricing methods for foreign markets. Adaptation of the distribution system to local market conditions.   | LC, S                  |
| Раздел 4      | Global Branding and Customer Relationship Management       | 4.1               | Building Global Brand Equity                            | Forming global brand identity and positioning. Managing the brand equity of an international company. Leveraging the country-of-origin effect in branding.  | LC, S                  |
|               |  | 4.2               | Global Customer Relationship Management                 | Customer relationship management. Customer data management and personalization (considering personal data privacy laws in different countries). Service and after-sales support in international markets. | LC, S                  |

| Module Number | Name of the Discipline Section | Name of the Topic |   | Content of the Topic   | Type of Academic Work* |
|---------------|--------------------------------|-------------------|---|--|------------------------|
|               |                                | 4.3               | Post-Launch Strategies and Product Lifecycle Management | Strategies for the stages of the international product life cycle. Global product recall decisions, product performance monitoring, and product discontinuation decisions. | 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<br>Lenovo AIO-510-22ISH<br>Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector<br>Cactus CSC4.SG MS<br>Windows 10 64bit<br>Microsoft Office 2021<br>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<br>Lenovo AIO-510-22ISH<br>Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector<br>Cactus CSC4.SG MS<br>Windows 10 64bit<br>Microsoft Office 2021<br>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<br>Lenovo AIO-510-22ISH<br>Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector<br>Cactus CSC4.SG MS<br>Windows 10 64bit<br>Microsoft Office 2021<br>LTSC |

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

## 7. RESOURCES RECOMMENDED FOR COURSE STUDY

### Main reading:

1. Chaplyuk, V. Z. Business analytics in an international company : a textbook / V. Z. Chap-lyuk, L. N. Sorokina, A. Al Khumssi ; ed. by V. Z. Chaplyuk. Z. Chaplyuk. - Moscow : Pub-lishing and Trading Corporation "Dashkov and K°", 2024. - 166 c. - ISBN 978-5-394-05920-9. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2161310>.
2. Hussein, I. D. Digital marketing communications : a textbook for universities / I. D. Hussein. - Moscow : Yurait Publishing House, 2025. - 68 c. - (Higher education). - ISBN 978-5-

534-15010-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568206> (date of address: 27.03.2025)..

*Additional reading:*

1. Ponomareva, E. A. Brand management : textbook and workshop for universities / E. A. Ponomareva. — Moscow : Yurayt Publishing House, 2022. - 341 p. — (Higher education). — ISBN 978-5-9916-9046-1. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/489174> (date of reference: 05/24/2022).

2. Korotkova, T. L. Marketing of innovations: textbook and workshop for universities / T. L. Korotkova. — 2nd ed., ispr. and add. — Moscow : Yurayt Publishing House, 2022. — 256 p. — (Higher education). — ISBN 978-5-534-07859-6. — Text : electronic // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/491318> (accessed: 05/24/2022).

*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/](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

Anastasia Vladimirovna Lukina

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position, department

name and surname

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position, department

name and surname

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position, department

name and surname

**HEAD OF EDUCATIONAL DEPARTMENT:**

Head of the Department

Anastasia Vladimirovna Lukina

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**HEAD  
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Associate Professor

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