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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

MARKETING MANAGEMENT IN INTERNATIONAL COMPANIES

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

higher education programme profile/specialisation title

1. COURSE GOAL(S)

The discipline "Marketing Management in International Companies" is part of the master's program "International Marketing" in the field of study 38.04.02 "Management" and is studied in the 1st semester of the 1st 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 "Marketing Management in international companies," which is to provide undergraduates with a systematic set of knowledge, skills, and abilities in the field of developing and implementing marketing strategies in global and multinational markets. The discipline focuses on an in-depth study of the processes of planning, organizing, and controlling the marketing activities of multinational and international companies, taking into account the diversity of the institutional, cultural, and competitive environment. Special attention is paid to the integration of marketing with corporate and business strategy, the formation of sustainable competitive advantages, and brand value management at the international level.

Purpose of Mastering the Discipline the course examines modern approaches to managing the marketing complex (product, price, place, promotion) in the context of standardization and adaptation, digital transformation and the development of the platform economy. An important task is to develop the competencies of undergraduates in the field of international market analytics, interpretation of marketing research results and data-based management decision-making. Mastering the discipline is designed to ensure that graduates are ready to participate in the development and implementation of marketing programs for international companies, as well as to solve practical and research problems in the field of international marketing management.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Marketing Management 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-2	Able to manage a project at all stages of its lifecycle	GC-2.1 Formulates a problem, the solution of which is directly related to the achievement of the project goal.; GC-2.2 Defines the links between the tasks set and the expected results of their solution; GC-2.3 Within the framework of the tasks set, determines the available resources and limitations, as well as the applicable legal norms.; GC-2.4 Analyzes the timetable for the implementation of the project as a whole and chooses the best way to solve the tasks, based on the applicable legal norms and available resources and limitations.; GC-2.5 Monitors the progress of the project, adjusts the schedule in accordance with the results of the control;

Competence code	Competence descriptor	Competence formation indicators (within this course)
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; GPC-4 .2 Applies modern management practices, leadership and communication skills in process and project activities.; GPC-4 .3 Identifies and evaluates new market opportunities for the development of innovative activities of the company; GPC-4 .4 Develops company development strategies and corresponding business models based on the use of modern business positioning methods.;
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;

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Marketing Management in International Companies" 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 "Marketing Management in International Companies."

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		Global Strategic Management; International Aspects of Product Development; Pre-Degree Internship

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
	opportunities, develop strategies for creating and developing innovative areas of activity and their corresponding business models of organizations.		
GC-2	Able to manage a project at all stages of its lifecycle		Corporate Finance; Distribution Chain Management; Research Work; Pre-Degree Internship;
PC-6	Capable of planning and controlling the marketing activities of an international company		Regulation of Marketing Activities in International Markets**; Service Marketing**; Macromarketing**; 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 “Marketing Management in International Companies” 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
		1
<i>Contact academic hours</i>	36	36
Lectures (LC)	18	18
Lab work (LW)	0	0
Seminars (workshops/tutorials) (S)	18	18
<i>Self-studies</i>	99	99
<i>Evaluation and assessment (exam/passing/failing grade)</i>	9	9
Course workload	180	144
	5	4

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Number of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	The strategic context of marketing management in international companies	1.1	The role of marketing in the strategic management system of an international company	The essence and place of marketing in the corporate governance structure at the global level. The relationship of marketing strategy with corporate and business strategy. The specifics of the formation of the mission, vision and strategic goals of an international company, taking into account the diversity of foreign markets. The concept of global, multidisciplinary and translocal strategies and their marketing implications	LC, S
		1.2	International marketing environment and competitive strategies	Multilevel characteristics of the external environment of international marketing: political, legal, economic, socio-cultural, technological and competitive components. The impact of regional economic integration, international institutions, and national regulation on companies' marketing decisions. Approaches to the formation of a competitive strategy in international markets (cost leadership, differentiation, focus) and the role of marketing in their implementation.	LC, S
Module 2	Marketing complex management in international companies	2.1	Product policy and brand management in international markets	Product policy strategies of international companies: standardization and adaptation of product solutions, development of global and local brands. Product lifecycle management in various markets, portfolio solutions, the role of innovation and R&D in marketing strategy. Formation and development of brand equity in a multichannel and multi-regional environment.	LC, S
		2.2	Pricing and distribution channels in international marketing	Approaches to the formation of a pricing strategy in foreign markets: a single global price, differentiated and flexible pricing, consideration of currency, tax and customs factors. Distribution channel management in an international context: choosing the forms of market entry (export, licensing, franchising, joint ventures, own subsidiaries), interaction with intermediaries, channel conflict management and optimization of the logistical component.	LC, S

Module 3	Communications, digital transformation and organization of the marketing function	3.1	International marketing communications and digital platforms	Strategic planning of integrated marketing communications in international companies. Features of cross-cultural advertising, PR, sales promotion and direct marketing in foreign markets. The use of digital platforms, social networks and marketplaces as tools for promoting and interacting with consumers in various countries, reputation and content management in the global digital space	LC, S
		3.2	Marketing service organization and performance management in international companies	Marketing service organization and performance management in international companies Organizational models for building marketing functions in international companies: centralization, decentralization, matrix structures, regional and product offices. Coordination of marketing activities between the headquarters and foreign divisions. The system of key performance indicators (KPIs) of marketing in international markets, budgeting of marketing programs, monitoring and evaluation of the effectiveness of marketing initiatives.	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

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
		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. Grigoriev, M. N. Commodity movement management : a textbook for universities / M. N. Grigoriev, 6th ed., revised. and add. Moscow : Yurait Publishing House, 2025. 91 p. (Higher education). — ISBN 978-5-534-20436-0. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/569292> (date of request: 03/17/2026).
2. Hvorostyanaya, A. S. Strategic brand management : a textbook for universities / A. S. Hvorostyanaya. Moscow : Yurait Publishing House, 2026. 121 p. (Higher education). — ISBN 978-5-534-19360-2. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/589770> (date of request: 03/17/2026).

Additional readings:

1. 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).

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 platform Yurayt [website]. — URL: <https://urait.ru/bcode/583506> (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
- 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!

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