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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

International marketing

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The aim of the course "International Marketing" is to look a study of modern approaches to the development and functioning of organizations in foreign markets that improve the efficiency of enterprises. The course material allows future marketing professionals to freely navigate in the peculiarities of company operations on the global market...

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "International marketing " is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities
PC-6	Able to manage the marketing activities of an international company	PC-6.1 Knows the specifics of working with various international marketing tools PC-6.2 Knows the basics of international sales, international marketing communication PC-6.3 Knows how to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4 Knows how to analyze the actions of international partner companies PC-6.5 Possesses the analytical, systems and communication skills to be successful in a rapidly changing international marketing environment PC-6.6 Possesses the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "International marketing " refers to the variable component formed by the participants of the educational relations of the block B1 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "International marketing ".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	Marketing Metrics Marketing management in international companies Strategic Analysis	
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Management Research Methodology Strategic Analysis	
PC-6	Able to manage the marketing activities of an international company	Consumer behaviour Strategic Analysis	
		Strategic Analysis	

* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "International marketing " is 3 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
<i>Contact academic hours</i>		108			108	
Lectures LTR						
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		45			45	
<i>Evaluation and assessment</i>		27			27	
Course workload	academic hours	108			108	
	credits	3			3	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course part topics	Work type
<p>Topic 1. The essence and concept of international marketing</p> <p>The importance of international marketing. The essence of the concept of "international marketing". Principles and methods of international marketing, target orientation on complexity in international marketing, types of international business activity. The advantages of a foreign market. Characteristics of the main stages of the transition to international marketing: traditional exports, export marketing, international marketing, global marketing. Features of marketing in foreign markets. The nature of the basic motives, reasons and stages of internationalization of the firm. Comparative characteristics of multinational and global companies. The main provisions of the transition from international to global status. The activities of transnational corporations (TNCs). Styles of the behavior of firms in the international market</p>	LTR
<p>Topic 2. International, macro and micro-environment of the company</p> <p>Controlled and uncontrolled factors of the international market, the mechanism of their influence on activity of firm. The characteristics of the economic, political and legal environments of international</p>	LTR, SS

Course part topics	Work type
business. Their relationship. The types and characteristics of barriers to market entry. Culture, its place in international marketing, the composition of the cultural environment. World market organizations. The world market producers	
<p>Topic 3. Marketing research in global markets. The choice of the foreign market.</p> <p>Marketing research in global markets. The composition and content of the project of marketing research. The validity and reliability studies of the external market. The main problems encountered when conducting the research. The definition of the objectives of the study the international market. The types, significance and sources of information in the market research, the sequence of gathering and processing information for conducting marketing research.</p> <p>Characteristics of research methods the international market: Desk study, field research, consumer and industrial research. Features of the segmentation external market. Four-stage model of market selection. Marketing analysis of product-country. Ways of assessing the attractiveness of various international markets. Assessment of the competitiveness of the firm. A comprehensive assessment of the competitive position of the company. Purchasing behavior in foreign markets. The order of the choice of competitive strategy. The choice of strategy in the implementation of the product abroad</p>	LTR, SS
<p>Topic 4. Ways of entering foreign market.</p> <p>The process of selecting the method of entering the foreign market. Characteristics of strategies of entering international markets. The essence of the main forms of participation of enterprises in international markets: exporting, licensing and franchising, joint ventures, strategic alliances and private branches. Their advantages and disadvantages. Particular forms and means of technology transfer. The types of international cooperation in the field of innovative entrepreneurship.</p> <p>The essence of the factors contributing to a favorable business climate, their impact. Foreign direct investment as an instrument of competition in international markets. The essence and the main types of free economic zones. Forecasting potential foreign markets. The types of joint ventures, the main as-</p>	LTR, SS

Course part topics	Work type
pects of the search for a partner. Risks of joint activities, common mistakes, risk management in the joint activities	
<p>Topic 5. License in international business. Franchising</p> <p>The essence of the concepts "license agreement", "patent", "franchising", "know-how", the "contract manufacturing", "management by contract", "joint ownership enterprises", etc. features of licensing of trade in international business. The types of technology transfer. The specifics of the calculations in transactions with licenses. Features market penetration through licensing. Meaning of franchising, advantages and disadvantages. The experience of foreign countries.</p> <p>The types of franchising, the comparative characteristics of each species, the benefits of franchisor and franchisee. The main types of franchising</p>	LTR, SS
<p>Topic 6. The distribution system in international marketing.</p> <p>The relationship aspects of General management and international product strategies. The essence and definition of the competitiveness of the product. The scheme of evaluation of the competitiveness of the product. The conditions of application of different variants of modification of the product for the foreign market. Scheme of the strategy to develop an international strategic product. Features of the organization of the distribution of goods on international markets and commercial networks, the overall structure of distribution channel in international marketing.</p>	LTR, SS
<p>Topic 7. Pricing in international marketing</p> <p>Causes of price volatility in international markets. The multiplicity of prices. The essence of the factors influencing the price level. Characteristics of the process in the development of pricing policy of the enterprise on the foreign market. Features of establishing export prices.</p> <p>Varieties of prices. The sequence of setting prices for export products. The characteristics of different methods of calculating export current prices. The procedure for calculating the export price of the product. The procedure for calculating the various types of customs payments and duties.</p>	LTR, SS
<p>Topic 8. Marketing strategy in foreign markets.</p> <p>The globalization of the economy and the strategy of international development. Types of marketing plans, their content and interrelationship. Different structures of the international departments. The order of registration of commercial operations in for-</p>	LTR, SS

Course part topics	Work type
<p>foreign trade activities.</p> <p>Principal transactions in international markets. Scheme of export and re-export transactions and leasing transactions. Determining the causes and level of risk in international business, risk management in foreign trade activities. The order of calculations of the effect of the enterprise activities on the external market as well as export and import.</p>	

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Basic literature

- 1) Chaplyuk, V. Z. Business analytics in an international company : a textbook / V. Z. Chaplyuk, L. N. Sorokina, A. Al Khumssi ; ed. by V. Z. Chaplyuk. Z. Chaplyuk. - Moscow : Publishing 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) Danko, T. P. Marketing management: textbook and workshop for universities / T. P. Danko. — 4th ed., reprint. and add. — Moscow : Yurayt Publishing House, 2022. — 521 p. — (Higher education). — ISBN 978-5-534-01588-1. — Text : electronic // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/489034> (date of reference: 05/24/2022).
- 3) Management of changes in modern companies : a monograph / edited by R.M. Nizhegorodtsev, S.D. Reznik. - Moscow : INFRA-M, 2023. - 263 c. - (Scientific thought). - DOI 10.12737/monography_5a71e5ebd736f4.63619195. - ISBN 978-5-16-013722-3. - Text : electronic. - URL: <https://znanium.com/catalog/product/2126768>.

Additional literature

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. Chernysheva A.M. Industrial (B2B) marketing: Textbook and workshop for Bachelor's and Master's degree / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2018. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.
3. 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).

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers

- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>

- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com

- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

Electronic resources for educational activities

- Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*
- eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*
- RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*
- BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*
- Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*
- East View. Collection "Statistical publications of Russia and CIS countries"*
- Grebennikon Access mode: <http://grebennikon.ru/>*
- LexisNexis Access Mode: <http://academic.lexisnexis.eu>*
- Search engines: Yandex (yandex.ru), Google (google.ru).*

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "International marketing" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

* - all teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the TUIS!

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "International marketing" are presented in the Appendix to this Work Program of the discipline.

* - * - OM and BRS are formed on the basis of the requirements of the relevant local regulatory act of the RUDN.

Developers:

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