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ФИО: Ястребов Олег Александрович
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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

Marketing management in international companies

(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

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

2025

1. COURSE GOALS

The purpose of mastering the discipline "Marketing management in international companies" is to familiarize students with the main processes of market activity of an organization, with the mechanisms of formation of a marketing complex, study of factors affecting the market activity of a commercial organization, as well as the creation of an action plan and budget formation for marketing activities.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Marketing management in international companies" 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)
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction Is able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices	UC-5.3. Collects information on a given topic, taking into account the ethnic groups and faiths most widely represented at the points of the study
		UC -5.6. Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions
GPC-1	Able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment He is able to manage project and process activities in an organization using modern management	GPC-1.3. Applies innovative approaches to solving management tasks, taking into account the generalization and critical analysis of best management practices
		GPC-1.4. Has the skills of reasonable choice of methods for solving practical and research problems

Code	Competence	Competence achievement indicators (within this course)
	practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations	
GPC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	GPC-4.3. Identifies and evaluates new market opportunities for the development of innovative areas of the company's activities GPC-4.4. Develops company development strategies and corresponding business models based on the use of modern business positioning methods.

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

The discipline "Marketing management in international companies" 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 "Marketing management in international companies".

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
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	Professional foreign language	Integrated marketing communications in international companies

UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Professional foreign language	Integrated marketing communications in international companies International marketing strategies Infographics and presentation technologies in corporations Consumer research and social media targeting
GPC-1	Able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices	Managerial economics Theory of management organization Modern strategic analysis	Finances of organizations Integrated marketing communications in international companies
GPC-4	Able to manage 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 activities and corresponding business models of organizations		Fragmentation of production and cross-border value chains

* - 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 "Marketing management in international companies" is 6 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>		216			216	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		135			135	
<i>Evaluation and assessment</i>		27			27	
Course workload	academic hours	216			216	

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	4
credits	6			6	

5. COURSE CONTENT

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

Course parts	Course part topics	Work type
Section 1. Analysis of the company's business environment	Topic 1.1. Principles of marketing planning. Types of goals and objectives of a modern organization in the conditions of market activity. The company's mission and its significance for the formation of goals. Methods of forming the goals of the organization. Strategic and tactical planning. Stages of creating a marketing plan.	LTR
	Topic 1.2 Analysis of the organization's activities in market conditions. Weaknesses and strengths of the organization. Marketing performance indicators of a commercial organization. Methods of analysis. Strategic analysis matrices. Qualifications and competencies of the company. The presence / absence of competitive advantages of the company. Search for a competitive advantage.	LTR, SS
	Topic 1.3. Analysis of the organization's activities in market conditions. External analysis. General characteristics of the company's activities in the market: assessment and analysis of the current state and forecast of development. Assessment and analysis of the markets that the firm is focused on, description of their current and forecast state.	LTR, SS
Section 2. Marketing strategy	Topic 2.1. . Marketing strategy and its formation. The company's marketing strategy and functional marketing strategy: definitions and fundamental differences. Stages of development of a functional marketing strategy: segmentation, positioning and strategy of existence and development of the company's product offer.	LTR, SS
	Topic 2.2. Market segmentation. The stage of developing a functional marketing strategy: segmentation. Target segment selection: aggregation, differentiation, concentration.	LTR, SS
	Topic 2.3. Positioning. The stage of developing a functional marketing strategy: positioning. Determination of the main criteria for positioning the company in the market. Price – quality, value and	LTR, SS

Course parts	Course part topics	Work type
	competitive positioning. Repositioning.	
Section 3. Development of a marketing plan. Marketing Tools	Topic 3.1. Product offer planning. Development of a commercial offer (price offers). Assortment and brand policy.	LTR, SS
	Topic 3.2. Distribution policy. Online and offline trading. Selection of the distribution channel. Evaluation of distribution channels: the level of trade margins, conditions of implementation. Evaluation of communication channels and Internet marketing.	LTR, SS
	Topic 3.3. Promotion policy. Marketing communications. The use of digital marketing for communication with the target group. Evaluation of promotion and communication channels: selection of promotion tools and their justification. Evaluation of communication channels and Internet marketing.	LTR, SS
	Topic 3.4. Formation of a marketing plan and budget calculation. Evaluation (forecast) of the result of marketing planning.	SS

* - 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.	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
	Audience 27, 29	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

* - 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 "Znanium.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 "Marketing management in international companies" 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 "Marketing management in international companies" 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:

**Associate Professor of the Mar-
keting Department**

Chernikov S.U.

Signature

Full name

Head of Marketing department

Lukina A.V.

Signature

Full name

**Head of EP HE
Marketing dept**

Zobov. A.M.

Signature

Full name