

University of Economics - Varna

Faculty of Management

International Business

Accepted by:

(Prof. Dr. Plamen Iliev,
Rector)

CURRICULUM

FOR THE DISCIPLINE: “International Marketing”

PROGRAMME: International Business

SEMESTER: 6

STUDENT WORKLOAD: Curricular (total): 240 h.; Lectures 45 h.; Seminars 30 h.;

Extracurricular: 165 h.

ECTS: 8

DISTRIBUTION OF HORARIUM ACCORDING TO THE SYLLABUS

<i>TYPE OF STUDY HOURS</i>	<i>HORARIUM, h.</i>	<i>HOURS PER WEEK, h.</i>
LECTURES	45	3
SEMINARS	30	2
CONTROLLING TASKS: tests, cases, projects, exam	165	

PREPARED BY:

(Assoc. Prof. Dr. Bistra Vassileva)

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(Dr. Vladimir Iliev)

HEAD OF THE DEPARTMENT:

(Assoc. Prof. Dr. Evgeni Stanimirov)

I. ANNOTATION

As global economic growth occurs, understanding marketing in all cultures is increasingly important. This course will help students to understand the foundations of international marketing and the challenges that an international marketer faces developing and targeting marketing strategies at foreign markets. The aim of the course is to enable students to understand the specifics of international marketing as well as the difference between globalisation of the market and the global marketing strategy. This course addresses global issues and describes concepts relevant to all international marketers, regardless of the extent of their international involvement. Emphasis is on the strategic implications of competition in the markets of different countries. The teaching approach focuses on identification and analysis of cultural and environmental uniqueness of any country or global region. Special attention is given to CEE markets, Black Sea Region and the Balkans.

Through the course duration, students are expected to: 1/ Develop understanding about what is involved in making international marketing decisions, including product, price, promotion, and place decisions to create a marketing mix; 2/ Acquire an overview on the contemporary issues in global marketing and the unique challenges faced by marketing managers in the dynamic global environment; 3/ Develop insights into how differences in global economic, cultural, social, political, and legal environments can affect marketing decisions; 4/ Develop strategic thinking in the context of complex problems and challenges faced by the contemporary global executives and managers; 5/ Develop leadership skills necessary to deal with the uncertainty and changes faced by today's global marketers; 6/ Develop ability to integrate the important global societal dimensions of diversity, environmental concerns, ethics, and technological change into their thinking; 7/ Develop knowledge and skills to analyse cross-cultural variables and their impact on international marketing; 8/ Discover sources of information for researching and evaluating international markets; 9/ Communicate effectively about marketing issues in group discussions, oral presentations and written reports; 10/ Work effectively as a team member in analysing marketing issues.

II. THEMATIC CONTENT

No.	TITLE OF THE THEMES AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I. The Scope and Challenge of International Marketing. International Marketing Environment		5	2	
1.	Introduction to international and global marketing.			
2.	The international economic environment.			
3.	The global trade environment.			
4.	The political, legal, and regulatory environments of international marketing.			
II. The Impact of Cultural and Historical Traditions on International Marketing		5	4	
1.	Cultural dynamics in international marketing.			
2.	Cultural and historical components of the social environment. Elements of culture.			
3.	Cultural knowledge. Cultural change. Hofstede dimensions of culture.			
4.	Business customs and practices in international marketing.			
III. The Assessment Process of International Market Opportunities		8	5	
1.	Researching international markets.			
2.	International market segmentation and positioning.			

3.	Market audit and competitive market analysis.			
4.	Methods and tools for international marketing analysis and assessment.			
IV. Developing International Marketing Strategies		6	4	
1.	International market entry strategies.			
2.	International branding strategies.			
3.	Export strategies.			
4.	Ethics and social responsibility in international marketing.			
V. International Marketing Decisions		6	6	
1.	Product decisions for international markets.			
2.	International marketing channels. International distribution.			
3.	Pricing for international markets.			
4.	International IMC.			
VI. Challenges of Global Marketing		5	2	
1.	Global vs. international marketing. Global marketplace.			
2.	Multinational market regions and market groups.			
3.	Developing countries and emerging markets.			
4.	The Americas and BRIC.			
VII. International and Regional Marketing Strategies		5	5	
1.	Specifics of regional markets and respective strategies.			
2.	EU market strategies. Specifics of CEE market.			
3.	Marketing realities on the Balkans and Black Sea Region.			
4.	The international marketing and the Bulgarian features and business practice.			
VIII. International Marketing Organisation		5	2	
1.	Competences and leadership in the international marketing.			
2.	Creative functions of the international marketing activities.			
3.	Organisational forms and structures of international marketing.			
4.	Ethics and social responsibility in international marketing.			
5.	Cross-cultural negotiations.			
Total:		45	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Term control		
1.1.	Project (on a predefined theme)	1	70
1.2.	Test (mixed questions)	1	30
1.3.	Test on separate themes		
TOTAL:		2	100
2.	Exam		
2.1.	Written exam on a specific theme	1	65
TOTAL:		3	165

IV. LITERATURE:

Main text:

Cateora, Ph., Gilly, M., and Graham, J. *International Marketing*, 14th ed., McGraw Hill, 2009.

1. Albaum, G. and Duerr, E. *International Marketing and Export Management*, 6/e, Prentice Hall, 2008.
2. Czinkota, Michael R. and Ronkainen, Ilkka A. *International Marketing*, 8/e, Thomson, 2007.
3. Keegan, Warren J. and Green, Mark. *Global Marketing*, 8/e, Blackwell Publ., 2009.
4. Kefalas, Asterios. *Global Business Strategy. A Systems Approach*. The Jacobs Foundation, Zurich, Switzerland, 2008.
5. Root, F.R. *Entry Strategies for International Markets*, New York: Lexington Books, 1994.
6. Subhash C. Jain. *Essentials of Global Marketing*, Boston, 2006.