

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date): №8/28.02.2020

ACCEPTED BY:

Dean:

(Assoc. Prof. Hr. Blagoycheva, PhD)

SYLLABUS

SUBJECT: CONTEMPORARY INTERNATIONAL MARKETING STRATEGIES

DEGREE PROGRAMME: „International business and management“; MASTER'S DEGREE

YEAR OF STUDY: 5; SEMESTER: 10;

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours

CREDITS: 8

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 30	2 2
EXTRACURRICULAR	180	-

Prepared by:

1.
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2.
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I. ANNOTATION

The course “Contemporary marketing strategies for foreign markets” aims to introduce students to essential marketing frameworks and their practical implementation to real-life businesses. The course structure will assure gaining knowledge, skills and competencies, not only associated with effective application of marketing strategies across global businesses, but also related to: functioning of business networks, company behaviour in the process of internationalisation, relationship marketing in international context, as well as to the specifics of applying marketing strategies in different business settings.

The course is designed to give students additional exposure to contemporary strategic marketing concepts and models, and facilitate the development of a critical and evaluative approach to marketing analysis. The subject also strives to provide a vehicle for analysis of the nature of strategic marketing and to evaluate the role of marketing in contemporary organisational environments. Alongside with acquiring marketing expertise, students will be exposed to multiple interactive teaching and learning methods that can facilitate their transition to executive marketing positions on international labour markets.

By course completion, students should be able to:

- demonstrate a critical understanding of the nature of international marketing strategies in contemporary and changing organisational environments through analysis, applied problem-solving, and decision-making.*
- demonstrate an analytical and evaluative approach to strategic marketing analysis, including the use of fundamental marketing logic*
- apply strategic marketing concepts, models and processes to case study organisations and within an integral simulations*
- critically evaluate strategic marketing management models, entry strategies and plans*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. Marketing strategy: classic and newest concept		4	4	
1.1	Nature and definitions of marketing strategy			
1.2	Strategy development and perspectives			
1.3	Competitive marketing strategy			
1.4	Hierarchy of strategic choice and decisions			
1.5	Strategic mistakes and organizational failure			
Theme 2. Business networks vs. marketing strategy on international market		3	3	
2.1	Principles of network management. Management of networks and management in networks			
2.2	International marketing analysis and strategy			

2.3	International marketing choices and decisions.			
Theme 3. Relationship marketing strategy on international market – industry and culture aspects		3	3	
3.1	Business relationships and relationship management			
3.2	Relationship marketing in B2C and B2B context;			
3.3	CRM and strategic goals. Sustainability of relationships and competitive advantage			
Theme 4. Influence of external and internal factors on marketing strategy on foreign market		5	5	
4.1	Forces for global coordination/integration			
4.2	McKinsey 7s and the value chain			
4.3	Factors influencing companies' new market entry			
4.4	Political, social, demographic, environmental forces and motives for internationalization			
4.5	Risk analysis			
Theme 5. Typology of company behaviour in internationalization process		5	5	
5.1	International market segmentation			
5.2	Market attractiveness assessment and selection of markets to enter			
5.3	Approaches and modes to market entry and market entry modes			
Theme 6. Company and product positioning on international markets		4	4	
6.1	International product life cycle			
6.2	Functions of branding. Product/brand decisions			
6.3	Sources of differentiation. Positioning strategies			
6.4	Developing new products for foreign markets			
6.5	Brand strategies and positioning guidelines. Positioning maps and brand mantras			
Theme 7. Global marketing vs. Internet		3	3	
7.1	Domestic, international and global marketing			
7.2	Internet and global competition. Global internet consumers. The role of internet for global marketing programme.			
Theme 8. International marketing strategies on luxurious product market („mass luxury” concept)		3	3	
8.1	Strategic marketing tools and organization			
8.2	The concepts and trends of massification and luxification. Segmentation of luxury consumers			
Total:		30	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	Number	Extra-curricular, hours
1.	Midterm control		
1.1.	Project (on a predefined theme)	1	90
1.2.	Case study workshop	1	40
	Total midterm control:	2	
2.	Final term control		
2.1.	Examination (test + written exam on a specific theme)	1	50
	Total final term control:	1	50
	Total for all types of control:		180

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hollensen, S. (2014) *Global marketing: a decision-oriented approach*. Pearson education.
2. West, D, Ford, J., and Ibrahim, E. (2015) *Strategic marketing. Creating competitive advantage*. Oxford, Third ed.
3. Kotler, Philip & Keller, Kevin. *A Framework for Marketing Management*. Pearson, 6th Global ed., 2016.
4. Kotler, Philip; et al. *Marketing Management*. Pearson, 3rd ed., 2016.
5. Keegan, Warren J. & Brill, Elyse Arnow. *Global Marketing Management*. Pearson, 8th ed., 2014.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Keller, K., Aperia, T., Georgson, M. (2008) *Strategic brand management: a European perspective*. Pearson education.
2. Станимиров, Е. и Жечев, В. (2015) *Маркетинг на бизнес организациите*. Наука и икономика, ИУ-Варна.