

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL MARKETING MANAGEMENT

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 7

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 75 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl.		
• LECTURES	45	3
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	165	-

Prepared by:

1.
(Prof. Bistra Vasileva, PhD)

2.
(Assoc. Prof. Vladimir Zhechev, PhD)

Head of department of Marketing:

(Assoc. Prof. Vladimir Zhechev, PhD)

I. ANNOTATION

This course will help students to understand the global marketing processes and the challenges that an international marketer faces finding opportunities to grow outside the home country in the dynamic international trade environment of the 21st Century. The aim of the course is to enable students to identify global business opportunities and develop international marketing plans and strategies. During the course many aspects of marketing management such as international market opportunities assesment, market entry strategies, and the development and implementation of marketing programs, some of which are international in nature will be discussed. The main focus of the course is placed on the enhanced difficulties involved with the marketing decision variables when operating in an overseas environment. That is why the students will be taught to observe and understand how cultures, history, political environments, the international legal environment, international economic arrangements, technical standards, and currency movements interact with the marketing mix.

Upon completion the subject, students should be able to: 1/ analyse the current international economic and political environment; 2/ know the main elements of marketing strategy and tactics; 3/ critically evaluate international marketing strategies; 4/ articulate the importance of cultural disparities when developing marketing strategies 5/ to identify and offer opportunities for solving marketing challenges on international markets by applying analytical methods; 6/ analyse the tools through which firms manage products, services and brands in an international environment. The course ends with a completion of a real life research project (marketing plan).

The subject develops the following key competencies: digital, entrepreneurial, and competence in cultural awareness and assertiveness from the framework defined by the Council of the European Union on May 22, 2018.

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
I. Global marketing management – planning and organization		8	3	
1.	Global perspective and global gateways.			
2.	Global marketing management – an old debate and a new view.			
3.	Planning for global markets.			
4.	Alternative market entry strategies.			
5.	Competitive position of the company			
II. International Marketing Management Decision Making		5	5	
1.	Perspectives on international marketing metrics.			
2.	Managing international marketing information.			
3.	Developing the international value offering.			
4.	Marketing tools for audit and decision making			
III. International Product Strategies and Tactivs		8	5	
1.	Analyzing products and product components for adaptation.			
2.	Product adaptation and product standardization.			
3.	International new-product development.			
4.	Marketing consumer services globally.			
5.	Demand in global B2B markets. Quality and global standards.			
IV. International Channel Design		8	6	
1.	International distribution as competitive advantage.			
2.	Managing international marketing channels.			
3.	International expansion of retailers. Global retailers strategy.			
4.	Global supply chain.			

V. Managing International Pricing Decisions		8	4	
1.	Global pricing framework.			
2.	International pricing and positioning.			
3.	International pricing models and calculations.			
VI. International Integrated Marketing Communications Management		8	7	
1.	Managing international marketing communications.			
2.	Developing international advertising strategies.			
3.	IMC: global perspectives and challenges.			
4.	International IMC planning.			
Total:		45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Practical assignment (evaluation applied on the levels of completion)	1	50
1.2.	Work on case study	2	20
1.3.	Test	1	30
Total midterm control:		5	100
2.	Final term control		
2.1.	Examination (test)	1	65
Total final term control:		1	65
Total for all types of control:		6	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Kotler, P. K., Lane, K., & Chernev, A. (2022). Marketing Management. 16th Global Edition.
2. Hollensen, S. (2021). Global Marketing. 8th Edition. Pearson.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Aaker, D. A., & Moorman, C. (2023). Strategic Market Management. John Wiley & Sons.
2. Ang, L., (2021). Principles of Integrated Marketing Communications. Cambridge University Press.