

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF MANAGEMENT**  
**DEPARTMENT OF MARKETING**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

**(Prof. Stoyan Marinov PhD)**

## SYLLABUS

**SUBJECT: “INTERNATIONAL MARKETING MANAGEMENT”;**

**DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE**

**YEAR OF STUDY: 4; SEMESTER: 7;**

**TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 60 h.**

**CREDITS: 8**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

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

Prepared by:

1. ....  
(Prof. Evgeni Stanimirov, PhD)

2. ....  
(Senior Assist. Prof. Viktoria Stancheva,

PhD)

Head of department

of Marketing: .....  
(Prof. Evgeni Stanimirov, 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.*

*By course completion, students should be able to:*

- 1/ Be able to analyse the current international economic and political environment;*
  - 2/ Understand the basic components of marketing strategy and tactics;*
  - 3/ Articulate the importance of cultural disparities when developing marketing strategies;*
  - 4/ Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures;*
  - 5/ Differentiate different tools and models for marketing management of products, services, and brands in an international environment;*
  - 6/ Understand the importance of ethical marketing management across multiple cultures.*
- The course ends with a completion of a real life research project (marketing plan).*

## **II. THEMATIC CONTENT**

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>I. Global marketing management – planning and organization</b>		<b>4</b>	<b>3</b>	
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			
<b>II. International Marketing Management Decision Making</b>		<b>4</b>	<b>5</b>	
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			
<b>III. International Product Strategies and Tactivs</b>		<b>6</b>	<b>5</b>	
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.			
<b>IV. International Channel Design</b>		<b>5</b>	<b>6</b>	
1.	International distribution as competitive advantage.			
2.	Managing international marketing channels.			
3.	International expansion of retailers. Global retailers strategy.			
4.	Global supply chain.			

<b>V. Managing International Pricing Decisions</b>		<b>5</b>	<b>4</b>	
1.	Global pricing framework.			
2.	International pricing and positioning.			
3.	International pricing models and calculations.			
<b>VI. International Integrated Marketing Communications Management</b>		<b>6</b>	<b>7</b>	
1.	Managing international marketing communications.			
2.	Developing international advertising strategies.			
3.	IMC: global perspectives and challenges.			
4.	International IMC planning.			
<b>Total:</b>		<b>30</b>	<b>30</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Practical assignment (evaluation applied on the levels of completion)	<b>1</b>	<b>50</b>
	Work on case study	<b>2</b>	<b>20</b>
	Test	<b>1</b>	<b>30</b>
<b>Total midterm control:</b>		<b>4</b>	<b>100</b>
<b>2.</b>	<b>Final term control</b>		
	Exam	<b>1</b>	<b>80</b>
<b>Total final term control:</b>		<b>1</b>	<b>80</b>
<b>Total for all types of control:</b>		<b>5</b>	<b>180</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Kotler, Philip & Keller, Kevin. *A Framework for Marketing Management*. Pearson, 6<sup>th</sup> Global ed., 2016.
2. Kotler, Philip; et al. *Marketing Management*. Pearson, 3<sup>rd</sup> ed., 2016.
3. Keegan, Warren J. & Brill, Elyse Arnow. *Global Marketing Management*. Pearson, 8<sup>th</sup> ed., 2014.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Schlegelmilch, Bodo B. *Global Marketing Strategy*. Springer, 2016.
2. Kotabe, Masaaki & Helsen, Kristiaan. *Global Marketing Management*. John Wiley & Sons, 2014.
3. Cullen, John B. and Parboteeah, Praveen. *Multinational Management: A Strategic perspective*, Cengage Learning, 6<sup>th</sup> ed., 2014.
4. Usunier, Jean-Claude & Lee, Julie Anne. *Marketing Across Cultures*. Pearson, 2014.
5. Mullins, John W. & Walker, Orville C. *Marketing Management: A Strategic Decision-Making Approach*. McGRAW-HILL, 7<sup>th</sup> ed., 2010.
6. Mathur, U.C. *International Marketing Management: Text and cases*. Sage, 2008.
7. Shankar, V., Carpenter, G. S., Farley, J. (Eds.) *Handbook of marketing strategy*. Edward Elgar Publishing, 2012.
8. Marshall, G. and Johnston, M. *Essentials of Marketing Management*. McGraw Hill, 2011.
9. Lee, Kiefer and Carter, Steve. *Global Marketing Management*. Oxford University Press, 3<sup>rd</sup> ed., 2012.