

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC (record № 12/ 29.04.2024)

Adopted by the DC (record № 8/ 16.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: INTERNATIONAL MARKETING

DEGREE PROGRAMME: Maritime Business and International Trade; BACHELOR'S DEGREE

YEAR OF STUDY: 4; SEMESTER: 8

TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 60 hours

CREDITS: 5

DISTRIBUTION OF STUDENT 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	90	-

Prepared by:

1.
(Prof. Bistra Vassileva, PhD)

2.
(Assist. Prof. Teodora Daneva)

Head of department of Marketing:
(Assoc. Prof. Vladimir Zhechev, PhD)

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. The emphasis is placed on the strategic implications of international marketing activities. The teaching approach focuses on analysis of environmental factors with a special attention on cultural issues of any country or global region as well as on market entry strategies.

Through the course duration, students are expected to: 1/ Develop understanding about the scope of international marketing decisions; 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.

The subject develops the following key competencies: digital and entrepreneurial 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.
Topic 1. THE SCOPE AND CHALLENGE OF INTERNATIONAL MARKETING		4	2	
1.1.	Introduction to international and global marketing.			
1.2.	Management orientation of international marketing.			
1.3.	Forces affecting global integration and global marketing.			
Topic 2. INTERNATIONAL MARKETING ENVIRONMENT: PART 1		5	4	
2.1.	The global economic environment.			
2.2.	The global trade environment.			
Topic 3. INTERNATIONAL MARKETING ENVIRONMENT: PART 2		5	4	
3.1.	Social and cultural environments.			
3.2.	Political, legal, and regulatory environments.			
Topic 4. THE IMPACT OF CULTURAL AND HISTORICAL TRADITIONS ON INTERNATIONAL MARKETING		5	6	
4.1.	Cultural dynamics in international marketing.			
4.2.	Cultural and historical components of the social environment. Elements of culture.			
4.3.	Cultural knowledge. Cultural change. Hofstede dimensions of cul-			

	ture.			
4.4.	Business customs and practices in international marketing.			
Topic 5. SEGMENTATION, TARGETING, AND POSITIONING		5	7	
5.1.	Global market segmentation.			
5.2.	Assessing market potential and choosing target markets.			
5.3.	Targeting and positioning.			
Topic 6. DEVELOPING INTERNATIONAL MARKET STRATEGIES		6	7	
6.1.	Importing, exporting, and sourcing.			
6.2.	International market entry strategies: licensing, investment, and strategic alliances.			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Written assignment	3	30
1.2.	Role-play activity (cross debate or similar)	1	10
1.3.	Test	1	10
Total midterm control:		5	50
2.	Final term control		
2.1.	Examination (test)	1	40
Total final term control:		1	40
Total for all types of control:		6	90

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hollensen, S. (2021). *Global Marketing*. 8th Edition. Pearson.
2. Cateora, Ph., Gilly, M., and Graham, J. (2020). *International Marketing*, 18th ed., McGraw Hill.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Albaum, G. and Duerr, E. (2016). *International Marketing and Export Management*, 8/e, Prentice Hall.
2. Czinkota, Michael R. and Ronkainen, Ilkka A. (2013). *International Marketing*, 10/e, Thomson.