

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

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

YEAR OF STUDY: 3; SEMESTER: 5

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. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	165	-

Prepared by:

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2.
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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.

Through the course duration, students are expected to: 1/ Develop understanding about what is involved in making 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: mathematical competence and competence in exact sciences, technologies and engineering, 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. The Scope and Challenge of International Marketing. International Marketing Environment		8	5	
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. Challenges of Global Marketing		5	3	
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.			
III. 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. Cultural change.			

3.	Business customs and practices in international marketing.			
IV. The Assessment Process of International Market Opportunities		8	6	
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.			
V. Intellectual Property Rights: International Marketing Perspective		6	4	
1.	Basics and types of intellectual property.			
2.	Intellectual property rights (IPRs).			
3.	Protecting IPRs on international markets.			
VI. Developing International Marketing Strategies		8	6	
1.	International market entry strategies.			
2.	Export strategies, piggybacking, countertrade.			
3.	Contract strategies of market entry: franchising, licensing.			
4.	Investment strategies of market entry: joint ventures, company ownership, M&A			
VII. 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:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Practical assignment (evaluation applied on the levels of completion)	3	60
1.2.	Work on case study / Cross debate	1	20
1.3.	Test	1	20
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. 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. Aaker, D. A., & Moorman, C. (2023). Strategic Market Management. John Wiley & Sons.
2. Baack, D.W., Czarnecka, B. & Baack, D.E. (2018). International Marketing. 2nd ed. SAGE.