



Field of study:

Management

Subject: International marketing

Level of study: graduate studies

System of study: Full-time

Profile of studies: general academic

Subject: International marketing

Form of classes and the ECTS points

	Number of hours	ECTS points	Credit
lectures	30		exam
Total	30	6	

Aims of teaching

To equip students with knowledge on how to market products and services in foreign markets and what are the intricacies of international marketing compared with local marketing in home country

Intended learning outcomes

KNOWLEDGE		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_W1	Understands the specific features of international marketing compared with marketing in a home market	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG07_Mgr Zarz_WG08_Mgr Zarz_WG09_Mgr Zarz_WG10_Mgr Zarz_WG11_Mgr Zarz_WG12_Mgr Zarz_WK01_Mgr Zarz_WK05_Mgr
SKILLS		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_U1	Is able to develop a marketing strategy for a foreign market based on the local culture and customer preferences and able to avoid basic mistakes made by companies entering foreign markets	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr Zarz_UW07_Mgr Zarz_UW08_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK03_Mgr Zarz_UO01_Mgr Zarz_UU02_Mgr
SOCIAL COMPETENCES		
SYMBOL	DESCRIPTION	REFERENCE TO THE PROFILE OUTCOME
P_K1	Is ready to critically analyse the marketing strategy for a foreign market against the local specific features and is sensitive to the local cultural issues in foreign markets	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr Zarz_KO06_Mgr

Course content

NUMBER	DESCRIPTION	FORM OF CLASSES	NUMBER OF HOURS
1	Cultural issues and differences, national cultures	lectures	10 / 10
2	Internationalization of business	lectures	10 / 10
3	Marketing strategies in foreign markets	lectures	10 / 10

Conditions of completion

LECTURES

TYPE OF CREDIT	CREDIT INFLUENCE (IN %)
Exam (for the lecturers only)	100

Teaching methods

- discussion in the class
- groups discussion
- lectures

Reading (compulsory)

- Andersen O.. Corporate Strategy 1897
- Daniels J. D., Radebaugh L.H, Sullivan D.P. International business environments and operations 2004
- Hollensen S.. Global marketing. A decision-oriented approach 2004

Reading (additional)

- Gorynia M.. Strategie przedsiębiorstw w biznesie międzynarodowym 2000
- Samli A.C., Still R., Hill J. S. International Marketing. Planning and Practice 1993

Odniesienie efektów przedmiotowych do efektów kierunkowych, treści kształcenia, metod weryfikacji

SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
KNOWLEDGE			
P_W1	Zarz_WG01_Mgr Zarz_WG02_Mgr Zarz_WG05_Mgr Zarz_WG06_Mgr Zarz_WG07_Mgr Zarz_WG08_Mgr Zarz_WG09_Mgr Zarz_WG10_Mgr Zarz_WG11_Mgr Zarz_WG12_Mgr Zarz_WK01_Mgr Zarz_WK05_Mgr	1 2 3	Ability to work in the team and hold discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SKILLS			
P_U1	Zarz_UW01_Mgr Zarz_UW02_Mgr Zarz_UW03_Mgr Zarz_UW04_Mgr Zarz_UW06_Mgr Zarz_UW07_Mgr Zarz_UW08_Mgr Zarz_UW11_Mgr Zarz_UK01_Mgr Zarz_UK03_Mgr Zarz_UO01_Mgr Zarz_UU02_Mgr	1 2 3	Ability to work in the team and hold discussion
SYMBOL	REFERENCE OF A GIVEN OUTCOME TO THE PROFILE OUTCOME	REFERENCE OF A GIVEN OUTCOME TO THE COURSE CONTENT	REFERENCE OF A GIVEN OUTCOME TO THE VERIFICATION METHODS
SOCIAL COMPETENCES			
P_K1	Zarz_KK01_Mgr Zarz_KK02_Mgr Zarz_KK03_Mgr Zarz_KO01_Mgr Zarz_KO02_Mgr Zarz_KO03_Mgr Zarz_KO04_Mgr Zarz_KO06_Mgr	1 2 3	Ability to work in the team and hold discussion