

INTERNATIONAL MARKETING

COURSE SYLLABUS ABSTRACT

Speciality 7-06-1042-01 «Logistics services in transport»

	STUDY MODE	
	full-time	part-time
Year	1	1
Semester	2	2
Lectures, hours	34	8
Practical classes (seminars), hours	16	4
Pass/fail, semester	2	2
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108/3	108/3

1. Course outline

Essence of international marketing. International marketing environment. Forms and methods of entering foreign markets. Evaluation of marketing opportunities in the foreign market. Commodity policy in foreign markets. Price policy in international marketing. Distribution of goods in the foreign market. International marketing communications. Electronic marketing in international marketing. Organization of international marketing. Essence, content and legal foundations of foreign economic activity. Structure and content of a foreign trade contract. Foreign trade rules Incoterms. Types of foreign economic operations and deals. Forms of settlements in foreign economic activity.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: features of international marketing in relation to marketing in the domestic market; factors and trends that shape the external environment of international marketing; forms and methods of entering foreign markets; methods for assessing opportunities when entering foreign markets; methods for developing strategic and tactical marketing solutions when entering foreign markets; the role and content of electronic marketing and e-commerce when entering foreign markets; basics of international marketing organization;

- be able to: conduct an audit of an enterprise (organization) for its international activity; carry out a comprehensive analysis of the country chosen to enter a new market; analyze a new foreign market to assess the possibilities of entering it; develop product, pricing, communication and distribution policies for foreign markets;

- to possess a skill: basic professional terms and provisions of international and local regulations governing foreign economic activity

3. Competencies

SC-1. Develop a forecast for the development of the organization based on a marketing analysis of its external and internal environment, participate in the development and implementation of a set of marketing activities in accordance with the strategy of the organization at the international level.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: assessment of work in practical classes, questioning. Summative assessment: pass/fail.