

GLOBAL MARKETING

COURSE SYLLABUS ABSTRACT

Specialty 7-06-0716-03 «Electronic Economy»

concentration «Electronic Marketing»

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	6	7
Lectures, hours	16	4
Practical classes (seminars), hours	16	4
Pass/fail, semester	6	7
Contact hours	32	8
Independent study, hours	76	100
Total course duration in hours / credit units	108 / 3	

1. Course outline

The discipline under consideration is designed to reveal the essence of global marketing and to form in students the necessary knowledge, skills and abilities for the effective management of international marketing activities of organizations in a competitive international market environment.

2. Course learning outcomes

As a result of studying the discipline, the student should:

- know the essence, basic concepts and categories of global marketing; concepts and types of global marketing; tools and basic elements of the global marketing complex;
- be able to analyze the external and internal marketing environment of the organization; develop a global marketing complex; develop an organization's strategy in the global market; evaluate the effectiveness of global marketing;
- have the skill of developing a marketing complex aimed at forming and strengthening the competitive position of the organization/product in the world markets.

3. Competencies

The student should be able to carry out marketing activities aimed at forming and strengthening the competitive position of the organization/product in world markets.

4. Requirements and forms of midcourse evaluation and summative assessment

Upon completion of individual practical classes, ongoing surveys are provided. Upon completion of the course a credit is provided. The final grade is determined as the sum of the ongoing control and midterm assessment.