

Educational Institution
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution
“Belarus State Economic
University”

 A.V. Egorov

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Registration number № УД 6236-24/уч.

INTERNATIONAL MARKETING

The curriculum of the Educational Institution of higher education
in the academic discipline for the major
6-05-0311-03 “World Economy” (without specialization, in English)

The curriculum is based on the educational standard of general higher education OSVO 6-05-0311-03 “World Economy” (without specialization, in English).

PROGRAMM AUTHORS:

V.S. Golik, Head of the Marketing Department of the Educational Institution “Belarus State Economic University”, Associate Professor, Ph.D. in Economics;
E.A. Sushkevich, Associate Professor of the Marketing Department of the Educational Institution “Belarus State Economic University”, Associate Professor, Ph.D. in Economics

REVIEWERS:

O.V. Erchak, Head of the Department of Logistics and Price Policy of the Educational Institution "Belarusian State Economic University", Candidate of Economic Sciences, Associate Professor.
D.F. Rutko, Head of the Department of Economic Development and Management of the Academy of Management under the President of the Republic of Belarus, Candidate of Economic Sciences, Associate Professor

RECOMMENDED FOR CONFIRMATION:

Marketing Department of the Educational Institution “Belarus State Economic University”

(protocol № 12 of 16.05.2024)

Methodical Commission of the specialty “Marketing”, “Logistics”, “Advertising Activities” of the educational institution "Belarusian State University of Economics"

(protocol № 7 of 21.05.2024)

Scientific and Methodological Council of the Educational Institution “Belarus State Economic University”

(protocol № 8 of 27.06.2024)

EXPLANATORY NOTE

The curriculum has been developed in accordance with the standards of economic specialties approved by the Ministry of Education of the Republic of Belarus.

The purpose of the discipline "International Marketing" is to reveal the essence of international marketing and to show the possibilities of its use in the practical activities of a modern organization.

The key objectives of the discipline are the formation of professional competence in the field of the theory and practice of using international marketing in the marketing activities of organizations, the implementation of the concept of international marketing in professional activities, the application of approaches to the study and analysis of the international marketing environment, the development of strategies for penetrating the world market and their corresponding marketing strategies, plans and programs using information technology.

The subject of the discipline is the study of the theory and practice of developing and using international marketing activities in the marketing activities of organizations in order to increase their economic efficiency in foreign markets.

The academic discipline "International Marketing" allows students to get acquainted with new approaches in the field of marketing and provide students with knowledge of the modern concept of international marketing. The study of the discipline "International Marketing" is becoming even more relevant in connection with modern trends in the development and use of information technology in business. The content of the academic discipline can be the basis for the theoretical and methodological support of master's thesis and scientific papers.

The methodology of teaching the academic discipline involves the use of active teaching methods, in particular, business games and round tables, group discussions and trainings on the use of the concept of international marketing in the commercial activities of domestic and foreign organizations.

The presentation of the material of the academic discipline involves a combination of three important aspects:

1. Theoretical (studying the essence of international marketing, the main elements of the marketing mix in the international marketing activities of organizations).
2. Practical (obtaining skills in preparing marketing solutions for key elements of the international marketing mix, studying the international marketing environment).
3. Creative (the use of creative search methods, in particular the generation of ideas, morphological analysis in the process of preparing marketing solutions on the topics of seminars).

The logic of the academic discipline is based on the study of the objective causes and conditions for the development of international marketing in order to form a conviction among future specialists in the need to implement the concept of international marketing in business practice.

The academic discipline belongs to the module “International trade” of the educational institution component.

The academic discipline "International Marketing" is based on knowledge of the basics of marketing, philosophy, psychology, logic, statistics and computer technology.

As a result of studying the academic discipline “International Marketing,” the following competencies are formed:

–specialized

SC-7: Implement the concept of international marketing in professional activities, apply approaches to the studying analysis of the international marketing environment, develop strategies for penetrating the world marketing corresponding marketing plans and programs using information technologies

As a result of studying the academic discipline, the student must:

know: the essence and basic concepts of international marketing;

be able to: use the concept of international marketing for specific areas and fields of activity; to analyze the external and internal marketing environment of the organization; develop and implement an international marketing strategy;

possess: knowledge that allows to form effective marketing activities in target foreign markets.

As part of the educational process in this academic discipline, the student must acquire not only theoretical and practical knowledge, skills and abilities in the specialty, but also develop their value-personal, spiritual potential, form the qualities of a patriot and citizen, ready to actively participate in economic, industrial, socio-cultural and social life of the country.

Form of higher education: full-time.

The total number of hours in the academic discipline is 108, of which a total of 48 hours are classroom hours, including 26 hours of lectures, 22 hours of seminars.

The complexity of the academic discipline is 3 credit units.

The form of intermediate certification for the academic discipline is an exam in the 1st semester.

CONTENT OF EDUCATIONAL MATERIAL

Topic 1. THE CONCEPT OF INTERNATIONAL MARKETING

The essence of international marketing. The main components of the concept of international marketing. Multinational and global marketing.

International marketing environment. Factors that determine the environment of international marketing. Main groups of factors: political, economic, legal, socio-cultural, scientific and technological factors, demographic factors, natural factors, geographical factors.

Marketing information system. Automation of marketing activities of the organization.

Primary and secondary research in international marketing. Segmentation of foreign markets. Differentiation and positioning of goods (companies) in foreign markets.

Topic 2. WAYS TO ENTER FOREIGN MARKETS

Opportunities for the company to enter foreign markets. Ways to enter foreign markets. Export. Joint business activity. Direct investment.

Export. Direct and indirect export. Joint export. Advantages and disadvantages of export activity.

Joint business activity. Contract manufacturing. Licensing. Leasing. Franchising. Joint venture. Strategic alliance. Contract management. Consulting.

Direct investment. Trade mission. Overseas trade branch. Foreign trading company. Foreign enterprise. Regional center. Transnational corporation.

Topic 3. COMMODITY AND PRICE POLICY IN INTERNATIONAL MARKETING

Specifics of commodity policy in foreign markets. Export goods and their characteristics. Quality and competitiveness of export goods. Competitiveness of the company and the country of origin of the goods.

Standardization and adaptation of goods.

Product range in foreign markets.

Global product life cycle.

Creation of a new product. Key success factors for a new product.

International requirements for packaging and labeling of goods.

Trademark. Brand. Branding.

Corporate identity in foreign markets.

Service in commodity policy.

The essence of pricing policy in international marketing. Features of pricing policy in the foreign market. The main factors influencing the price level.

Topic 4. DISTRIBUTION OF GOODS IN THE FOREIGN MARKET

Essence and specifics of the distribution policy in the foreign market.

Distribution channels in the foreign market. Distribution channel structure. Distribution channels for consumer goods, industrial goods, services.

Choice of distribution channel. Criteria for choosing a distribution channel.

Direct distribution channels. The main prerequisites and factors for the use of direct distribution channels. Organization of direct sales. Possibilities of using direct distribution channels.

Indirect distribution. Types of intermediary activity. Distribution channel management.

Market structures and distribution of goods in the external market. International trades, auctions and exchanges.

International logistics.

The impact of e-business and e-commerce on the development of distribution channels. Electronic trading platforms. Internet distribution channels in international marketing.

Topic 5. INTERNATIONAL MARKETING COMMUNICATIONS

The specifics of the policy of promoting goods in foreign markets. The main promotional tools. Standardization and adaptation of international advertising. Public relations. Stimulation of sales in foreign markets. Personal sales.

International fairs and exhibitions as a tool for international marketing.

Internet Marketing. Internet advertising and its types. The use of social networks in the communication policy of the organization.

Educational and methodical map of the academic discipline "International Marketing"
for full-time higher education

Number of section, topic	Name of section, topic	Quantity of classroom hours							Literature	Form of knowledge control
		Lectures	Practical lessons	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice				
						L	P/S	Lab		
1	The Concept of International Marketing	6	-		-	-	-	-	[1, 2, 4, 5, 11, 13]	Project work on international market research,discussion, individual work, reports
	The Concept of International Marketing			6					[1, 2, 4, 5, 11, 13]	Project work on international market research,discussion, individual work, reports
2	Ways to Enter Foreign Markets	4	-		-	-	-	-	[1-5, 7, 9, 11-13]	Group work, discussion, abstracts, control, presentations on the topic of the lecture
	Ways to Enter Foreign Markets			2					[1-5, 7, 9, 11-13]	Group work, discussion, abstracts, control, presentations on the topic of the lecture
3	Commodity and Price Policy in International Marketing	6	-		-	-	-	-	[1-13]	Group work, discussion, abstracts, survey, presentation on the topic of the lecture
	Commodity and Price Policy in International Marketing			6					[1-13]	Group work, discussion, abstracts, survey, presentation on the topic of the lecture
4	Distribution of Goods in the Foreign Market	4	-		-	-	-	-	[1, 2, 4, 5, 11, 13]	Group work, situational tasks, discussion
	Distribution of Goods in the Foreign Market			2					[1, 2, 4, 5, 11, 13]	Group work, situational tasks,

										discussion, abstracts, survey, test
5	International Marketing Communications	6	-		-	-	-	-	[1-13]	Group work, discussion
	International Marketing Communications			6					[1-13]	Group work, discussion, reports, final test
	Hours in total	26	-	22	-	-	-	-		Exam

INFORMATIONAL AND METHODOLOGICAL PART

LITERATURE

Basic

1. Hill, Ch.W. International Business. Competing in the Global Marketplace / Hill Ch.W., G. T. Hult. - 12 ed. - New York : McGraw-Hill Education, 2019. - XXXII, 667 p.
2. Piercy, N. Marketing budgeting. A Political and Organisational Model / N. Piercy. - London ; Sydney ; Dover : Croom Helm, 2015. - 522 p.
3. Westergaard, N. Get Scrappy : smarter Digital Marketing for Businesses Big and Small / N. Westergaard. - New York [et al.] : Amacom, 2016. - 226 p.
4. Kotler, Ph. Marketing management : Analysis, planning, implementation and control / Kotler Ph. - Millennium ed. - New Jersey : Prentice Hall Inc., 2000. - XXX, 751 p.
5. Rutko, D. F. International Marketing / D. F. Rutko ; Academy of Management under the President of the Republic. Belarus. - Minsk : Academy of Management under the President of the Republic of Belarus, 2018. - 88, [1] p. - (in Russian).

Additional

1. Andjelic, A. The Business of Aspiration / A. Andjelic. – Abingdon-on-Thames: Routledge, 2020. – 106 pp.
2. Baack, D.W. International Marketing / D.W. Baack, B. Czarnecka, D.E. Baack. 2nd Edition. – California: SAGE Publications Ltd, 2018. – 672 pp.
3. Cateora, P. ISE International Marketing / P. Cateora, J. Graham, M. Gilly. – 18th Edition. – Spain: McGraw-Hill Interamericana de España S.L, 2021. – 1440 pp.
4. Chernev, A. Strategic Marketing Management/ A. Chemev, Ph. Kotler. 8th ed. – Cerebellum Press, 2014. – 284 pp.
5. Diehl, G.V. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible / G.V. Diehl. – Identity Publications, 2017. – 274 pp.
6. Geyrhalter, F. How to Launch a Brand (2nd Edition): Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity / F. Geyrhalter. – Brandtro, 2016. – 122 pp.
7. Hall, J. Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You / J. Hall. – New York: McGraw-Hill Education, 2017. – 208 pp.
8. Keller, L.K. Strategic Brand Management / L.K. Keller. – Fifth Edition. – New Jersey: Pearson Education, 2020.
9. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. Fifteenth

Edition. – New Jersey: Pearson Education Limited, 2015. – 832 pp.

10. Lamben, J-J. Market-Driven Management: Strategic and Operational Marketing / J-J. Lamben, R. Chumpitaz, I. Schuiling. – Palgrave Macmillan, 2007. – 496 pp.

11. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. – Fifth Edition. – London: Bloomsbury Academic, 2022. – 1267 pp.

12. Lowe, R. International Marketing Strategy: Analysis, Development and Implementation / R. Lowe, I. Doole, A. Kenyon. – 9th Edition. – UK: Cengage Learning EMEA, 2022.

13. Solberg, C.A. International Marketing: Strategy development and implementation / C.A. Solberg. – UK: Routledge, 2017. – 402 pp.

14. Torelli, C.J. Globally-Minded Marketing: A Cultural Approach to Building Iconic Brands / C.J. Torelli, M.A. Rodas. – London: Palgrave Macmillan, 2024. – 330 pp.

METHODOLOGICAL RECOMMENDATIONS FOR ORGANIZING INDEPENDENT WORK

In mastering the knowledge of an academic discipline, an important stage is the independent work of students. The recommended time budget for independent work is on average 2-2.5 hours for a 2-hour classroom lesson.

The main areas of independent work of the student are:

- initial detailed acquaintance with the program of the discipline;
- familiarization with the list of recommended literature on the discipline as a whole and its sections, its availability in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- study and expansion of the lecture material of the teacher at the expense of special literature, consultations;
- preparation for seminars according to specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, tests, individual work, individual projects, presentations, abstracts, situational tasks, independent work, surveys, etc.);
- exam preparation.

THE LIST OF ESSAY TOPICS

1. Implementation of the concept of international marketing by the firm
2. Internationalization of marketing activities by the firm
3. Research ... market ... products.
4. Segmentation ... of the market ... of products.
5. The choice of the target market by the firm
6. Factors influencing the choice of a way to enter a foreign market by a firm
7. Ways to enter foreign markets by an enterprise
8. Positioning of the company's goods on the ... market.
9. Positioning of the firm ... in ... the market.
10. Commodity policy of the company ... in foreign markets.
11. Creation of an export product by a firm
12. The life cycle of the firm ... in foreign markets.
13. Formation of the product range by the firm ... in foreign markets.
14. Features of the company's life cycle ... in foreign markets.
15. The concept of packaging goods by the firm
16. Corporate identity of the company
17. Use of trademarks by enterprises.
18. Branding in the marketing activities of enterprises.
19. Organization of service by enterprises (for example ...).
20. The distribution policy of the firm ... in foreign markets.
21. Management of foreign sales channels of the company
22. Pricing policy of the firm ... in ... the market.
23. Organization of the company's marketing activities ... in ... foreign markets.
24. Marketing management in a joint venture.
25. Use of franchising by enterprises.
26. The use of leasing in the activities of enterprises.
27. Formation of marketing strategies of the enterprise
28. Communication policy of the company
29. The concept of marketing activities of the joint venture
30. Innovative strategy of the enterprise
31. Formation of pricing policy by the enterprise
32. Use of competitive intelligence by an enterprise
33. The use of benchmarking in the marketing activities of the firm ...
34. Market segmentation....
35. Positioning of the goods of the enterprise
36. Positioning of the enterprise ... in market.
37. Analysis of the economic portfolio of the enterprise
38. Research of the marketing activities of the enterprise
39. Marketing information system of the enterprise
40. Modeling the behavior of consumers ... goods.
41. Market research ... goods.
42. Formation of the marketing management structure (for example ...).

43. Segmentation of the market ... goods.
44. Organization of marketing in the enterprise
45. Marketing in the management of the company
46. Commodity policy of the enterprise ... and the possibility of its improvement.
47. Assortment policy of the enterprise ... and the possibility of its improvement.
48. Study of the product range of the enterprise.
49. Development and implementation of a new product in the enterprise
50. Study of the level of quality and competitiveness of the enterprise's products
51. The concept of creating packaging for ... goods.
52. Improving the communication policy of the enterprise
53. Organization of promotional activities ... by an enterprise.
54. Carrying out PR-actions and PR-campaigns.
55. Development of a program to stimulate sales of ... goods.
56. The use of merchandising by a trade enterprise (for example ...).
57. Promotion of the goods of the enterprise
58. International marketing activities of corporations.
59. Implementation of relationship marketing by an enterprise
60. Use of direct marketing by an enterprise
61. Making a decision to buy ... a product.
62. Study of the factors that shape the behavior of consumers of goods.
63. Brand perception by ... customers.
64. Perception of packaging ... product
65. Customer satisfaction with the product
66. Exhibition activities ... enterprises.
67. Enterprise distribution policy
68. The use of market structures in the implementation of the distribution policy of the firm
69. Marketing in tourism (for example ...).
70. Implementation of the concept of social and ethical marketing by an enterprise
71. Exhibition and fair activities of enterprises.
72. Digitalization of the marketing activities of the enterprise.
73. Marketing environment of enterprises.
74. Internationalization of marketing activities of enterprises.
75. Tariff and non-tariff barriers in the foreign economic activity of enterprises.
76. Socio-cultural environment of marketing in
77. Use of tolling by enterprises of
78. History and current trends in the development of franchising.
79. Assembly production as a way for an enterprise to enter ... the foreign market.
80. Marketing activities of a trading house (for example ...).

81. The use of information technology in international marketing.
82. Internet marketing of foreign enterprises.
83. Global marketing on the example of a company....
84. Multinational marketing on the example of a company.....
85. Internet advertising in the marketing activities of the enterprise.
86. PR in the marketing activities of the enterprise.
87. Marketing software.
88. Strategies for standardization and adaptation in the marketing activities of companies.
89. Management of international marketing of companies.
90. Innovation in marketing.

QUESTIONS FOR THE EXAM

- 1) International marketing: the essence, goals, objectives.
- 2) The main concepts of marketing.
- 3) Strategies for standardization and adaptation: the essence, examples of their usage (cases of famous brands).
- 4) Main groups of factors that determine the environment of international marketing (with examples).
- 5) Marketing information system: the essence, components.
- 6) Primary research: the essence, methods, pros and cons of its usage.
- 7) Secondary research: the essence, methods, pros and cons of its usage.
- 8) Segmentation of foreign markets.
- 9) Positioning of goods (companies) in foreign markets.
- 10) Ways to enter foreign markets: export, joint business activity, direct investment.
- 11) Export: direct and indirect export, joint export, advantages and disadvantages of export activity.
- 12) Joint business activity: contract manufacturing, licensing, leasing, franchising.
- 13) Joint business activity: joint venture, strategic alliance, contract management, consulting.
- 14) Direct investment: foreign trading company, foreign enterprise, transnational corporation.
- 15) Export goods and their characteristics.
- 16) Competitiveness of export goods, the company and the country of origin of the goods.
- 17) Product range in foreign markets.
- 18) Global product life cycle.
- 19) Creation of a new product: the essence, key success factors for a new product.
- 20) International requirements for packaging and labeling of goods.
- 21) Trademark. Brand. Branding.
- 22) Corporate identity in foreign markets.
- 23) Service in commodity policy.
- 24) Pricing policy: main elements, types, factors influencing the price level.
- 25) Distribution channels in the foreign market: the essence, structure, criteria for choosing a distribution channel.
- 26) Direct distribution channels.
- 27) Indirect distribution.
- 28) International trades, auctions and exchanges.
- 29) International logistics.
- 30) Internet distribution channels in international marketing.
- 31) Promoting goods in foreign markets: the essence, main tools.
- 32) Standardization and adaptation of international advertising.
- 33) Public relations.

- 34) Stimulation of sales in foreign markets.
- 35) Personal sales.
- 36) International fairs and exhibitions as a tool for international marketing.
- 37) Internet Marketing. Internet advertising and its types.
- 38) The use of social networks in the communication policy of the organization.

**PROTOCOL FOR APPROVAL OF THE CURRICULUM WITH OTHER
ACADEMIC DISCIPLINES OF THE SPECIALTY**

Study discipline for coordination	Title of the Department	Suggestions of the alterations in the higher Educational Institution study program contests	The solution taken by the Department according to the study program (date and protocol number)
Integrated marketing communications	Department of Industrial Marketing and Communications	No comments or suggestions 	