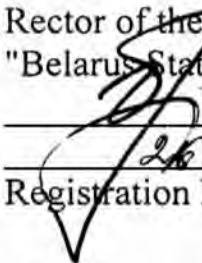


Educational Institution  
"Belarus State Economic University"

SUBMIT

Rector of the Educational Institution  
"Belarus State Economic University"

  
V.N. Shimov

26.01. 2017

Registration No. 3122-17 1

**Marketing of Global Companies**

The curriculum of the institution of higher education in the discipline  
for the specialty 1-25 81 03 "World Economy"

## **COMPOSERS:**

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## **RECOMMENDED FOR APPROVING:**

Department of the World Economy of the Educational Institution "Belarus State Economic University"  
(Protocol № 10 of 09.03.2017)

Scientific and Methodological Council of the Educational Institution "Belarus State Economic University"  
(Protocol № 4 of 19.04.2017)

## EXPLANATORY NOTE

The curriculum for the academic discipline "Marketing of Global Companies" is developed for higher education institutions of the Republic of Belarus in accordance with the requirements of educational standards of higher education for the specialty 1-25 81 03 "World Economy".

**The purpose of the educational discipline** "Marketing of Global Companies" is the formation of deep knowledge about the functioning of the marketing system of global companies aimed at explaining marketing phenomena in the international market, as well as on the theoretical and practical aspects of the role of global companies as the most important trend of the world economy.

### **Tasks of the academic discipline:**

- formation of knowledge about the essence and national specifics of global companies among undergraduates;
- formation of knowledge about the place of marketing in the system of its management of a global company among master's degree students;
- deepening of knowledge about the world practice of international marketing policy of a global company and the role of innovation strategy.

The academic discipline "Marketing of Global Companies" is based on the study of economic theory, the international economy, the world economy.

The specialist should be able to:

- be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems;
- have system and comparative analysis;
- have research skills;
- be able to work independently;
- have an interdisciplinary approach to problem solving;
- have the ability to interpersonal communication;
- be able to work in a team;
- develop options for management decisions and justify their choice based on the criteria of socio-economic efficiency;
- orient in the basic provisions of economic theory, apply them taking into account the market economy, methods of economic evaluation of scientific research;
- organize their work on a scientific basis, independently assess the results of their activities;
- use global information resources.

As a result of studying the academic discipline, master's degree students should:

**to know:**

- theoretical foundations for the development of global companies;
- approaches to building a marketing system for global companies;
- methods for assessing the effectiveness of marketing policy;
- world practice of forming an international marketing policy.

**to be able to:**

- evaluate the effectiveness of marketing policies of global companies;
- substantiate decisions on the formation of marketing policy;
- choose the directions of marketing policy based on the assessment of specific conditions on the foreign market.

**to have skills:**

- basic scientific and theoretical knowledge for solving practical problems;
- research skills to analyze current trends in the development of global companies;
- system and comparative analysis to assess the effectiveness of the company's marketing system.

The form of higher education is the second stage of higher education.

In accordance with the curriculum of the specialty 1-25 81 03 "World Economy" the curriculum is designed for 66 hours, of which only 30 hours of classroom for the daytime form of training, 16 hours of classroom for correspondence courses. Distribution by the type of occupation for the daytime form of training: lectures – 18 hours, seminars – 12 hours. Distribution by type of occupation for extramural studies: lectures – 14 hours, seminars – 2 hours.

The form of control is academic credits.

## **CONTENTS OF DISCIPLINE**

### **Topic 1. Global companies in the global economy**

Subject of the academic discipline. The concept of a global company as a phenomenon of modernity associated with the most important trends in the development of the world economy. Highly integrated business structures. Global value chains.

Hypercompetition and its impact on global companies.

Factors of external and internal environment affecting global companies. National specificity of global companies.

Global companies and the problems of modern international relations. The impact of a global company on the national economy.

Positive and negative aspects of global companies.

### **Topic 2. Global marketing policy**

The concept and essence of a unified marketing system. Globalization as a driving factor in the marketing policy of global companies. Stages of global marketing development.

Non-traditional types of marketing. Innovative marketing. The concept of an "interactive market place."

Modern structures of marketing management: cloud computing.

Glocalization. The social role of marketing of global companies.

### **Topic 3. International marketing strategy: a comparative analysis of approaches of global companies**

Strategies of marketing policy of global companies in relation to foreign markets. Strategies of marketing policy of global companies regarding the product.

System approach to the study of world markets. Country portfolio.

Features of marketing of global companies of developed countries (USA, Japan, EU countries). Features of marketing of global companies of developing countries (China, South Korea, etc.).

Techniques to support the processes of making marketing decisions.

### **Topic 4. Methods for evaluating the effectiveness of the marketing policy of a global company**

Stages of analysis of the marketing system of a global company. Purpose, objectives and information system for each of the stages.

Methods for analyzing the effectiveness of the marketing policy of a global company. Evaluation of the synergistic effect.

The main problems of marketing of global companies.

Educational-methodical map of the educational discipline "Marketing of Global Companies"

for the daytime form of higher education

Section number, topics	Section title, topics	Number of class hours						Other *	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC / SC		
1	2	3	4	5	6	7	8	9	10
1	Global companies in the global economy	4		4				{1, 2, 6-8}	Interview
2	Global marketing policy	4		2				{1, 2, 4, 5}	Interview
3	International marketing strategy: a comparative analysis of approaches of global companies	6		4				{3, 7-11}	Interview, test
4	Methods for evaluating the effectiveness of the marketing policy of a global company	4		2				{1, 2, 4, 9}	Test
	<b>Total hours</b>	<b>18</b>		<b>12</b>					<b>Academic credits</b>

Educational-methodical map of the educational discipline "Marketing of Global Companies"

for part-time forms of higher education

Section number, topics	Section title, topics	Number of class hours						Other *	Form of control of knowledge
		Lectures	Practical classes	Seminar classes	Laboratory classes	Amount of hours GSS			
						L	PC / SC		
1	2	3	4	5	6	7	8	9	10
1	Global companies in the global economy	4						[1, 2, 6-8]	
2	Global marketing policy	4		1				[1, 2, 4, 5]	Interview
3	International marketing strategy: a comparative analysis of approaches of global companies	4						[3, 7-11]	
4	Methods for evaluating the effectiveness of the marketing policy of a global company	2		1				[1, 2, 4, 9]	Test
	<b>Total hours</b>	<b>14</b>		<b>2</b>					<b>Academic credits</b>

## INFORMATION AND METHODOLOGICAL PART

Methodological recommendations on the organization of independent work of master's degree students in academic discipline  
" Marketing of Global Companies "

In mastering the knowledge of the academic discipline, an important stage is independent work. The main directions of independent work are:

- initially a detailed introduction to the curriculum;
- acquaintance with the list of recommended literature on the discipline in general 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;
- studying and expanding the lecture material of the teacher at the expense of special literature, consultations;
- preparation for seminars on specially designed plans with the study of basic and additional literature;
- preparation for diagnostic monitoring forms (tests, control work and the like);
- preparation for academic credits.

### List of recommended competence diagnostic tools

1. Oral forms of diagnosis of competencies: interviews, oral presentations at seminar classes, reports at conferences, evaluation based on discussion.

2. Written forms of competence diagnostics: tests, quizzes, test papers, essays, abstracts, publication of articles, reports.

3. Oral-written forms of competence diagnostics: reports on classroom, practical exercises with their oral defense.

4. Technical form of competence diagnostics: electronic tests.

### Normative and legislative acts

1. National strategy of sustainable social and economic development of the Republic of Belarus for the period until 2020 / Nat. Commis. on sustainable development of Republic of Belarus; ed. L.M. Aleksandrovich [and others]. – Minsk : Unipack, 2004. - 202 p.



2. Program of social and economic development of the Republic of Belarus for 2016-2020 / The National Legal Internet Portal of the Republic of Belarus. Official site [Electronic resource]. – Mode of access: <http://www.pravo.by/document/?guid=3871&p0=P31600466> . – Date of access: 8.04.2017

## LITERATURE

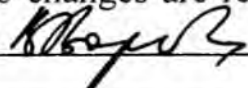
### Basic:

1. Kireev, A.P. International Microeconomics International microeconomics : textbook / Alexey Kireev. - Moscow: International Relations, 2014. - 711 p.
2. World Economy : educational manual / A.A. Pranevich [and others]; ed. A.A. Pranevich. – Minsk : BSEU, 2014. - 510 p.
3. Shavruk, Yu.A. Rationale for the effectiveness of creating a strategic alliance / Yu.A. Shavruk // Vest. BDEU – 2012. – № 2. – P. 34–41.
4. Pranevich, A.A. Mergers and Acquisitions (M & A) in the World Economy: the Impact of the Crisis and Opportunities for the National Economy / A.A. Pranevich // Bel.Econ.Journal– 2014. – № 1. – P. 60–75.

### Additional:

5. Antonov, V.G. Corporate governance: educational manual / V.G. Antonov, V.V. Krylov [and others]. - Moscow: ID FORUM: INFRA-M, 2010. - 288p.
6. Bakker, G. How successfully to combine two companies / G. Becker, D. Helminck. - Minsk: Grevtsov Publisher, 2008. - 288 p.
7. Endovitsky, D.A. Economic analysis of Mergers - Acquisitions of companies / D.A. Endovitsky. E.A. Soboleva. - Voronezh, 2009.- 376 p.
8. Marketing Basics Short Course – M.: Publishing House "Williams", 2007 – 656 p.
9. Harding, D. Art of Mergers and Acquisitions: Four key solutions from which depends the success transaction / D. Harding, C. Rove. - Minsk: Grevtsov Publisher, 2007. - 254 p.
10. Chernikov, G.P. Very large transnational corporations and the modern world / G.P. Chernikov, D.A. Chernikova. – M.: Economy, 2008 - 399 p.
11. Oviatt B. O., McDougall P. P. Toward a theory of international new ventures // J. of International Business Studies. 2005. Vol. 36, № 1. P. 29–41.
12. Harvard Business Review on Strategic Alliances. Boston: Harvard Business School Press, 2002. – 26th February. – P. 224.

## SYLLABUS NEGOTIATION PROTOCOL

Name of the discipline with which to negotiate	Name of the department	Proposals for changes in the content of the training syllabus of higher educational establishment	Action taken by the department that developed the syllabus (with date and non-Protocol)
1	2	3	4
Microeconomics (advanced course)	Economic theory	The content of the training syllabus of higher educational establishment is agreed. No changes are required. 	No changes are required. Protocol No. <u>10</u> of <u>09.03.2017</u> .

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО  
на \_\_\_\_ / \_\_\_\_ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры

\_\_\_\_\_ (название кафедры) (протокол № \_\_\_\_ от \_\_\_\_\_ 201\_ г.)

Заведующий кафедрой

\_\_\_\_\_ (ученая степень, ученое звание) \_\_\_\_\_ (подпись) \_\_\_\_\_ (И.О.Фамилия)

УТВЕРЖДАЮ  
Декан факультета

\_\_\_\_\_ (ученая степень, ученое звание) \_\_\_\_\_ (подпись) \_\_\_\_\_ (И.О.Фамилия)