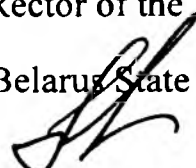


Educational Institution
“Belarus State Economic University”

APPROVED BY

Rector of the Educational Institution

“Belarus State Economic University”



Prof. V.Y. Shutilin

29. 06 2021

Registration № 4802-21/st.

INTERNATIONAL STRATEGIC MARKETING

The Curriculum of the Educational Institution of the Higher education in the academic
discipline for the Specialty:

1-26 80 05 «Marketing»

The syllabus is based on the curriculum for the specialty "Marketing", reg. No. 89 MGR-21

DRAFTSMAN:

S.V. Razumova, associate professor of the Marketing Department, the vice-dean of the Faculty of Marketing and Logistics of Belarusian State Economic University, associate professor, Ph.D. (Economics)

REVIEWERS:

O.V. Yarchak, the head of Department of Logistic and Pricing Policy of Belarusian State Economic University, associate professor, Ph.D. (Economics).

V.E. Belyatskaya, the head of the Chair of Management Department of Belarusian State University of Informatics and Radioelectronics, associate professor, Ph.D. (Economics).

The study program is recommended to be affirmed by the Chair of Marketing Department of Belarusian State Economic University (protocol № 10, 20.05.2021) and the Scientific and Methodological Council of Belarusian State Economic University (protocol № 5, 22.06.2021).

EXPLANATORY NOTE

Orientation to the client's interests and formation of a high level of his loyalty are becoming important tasks of modern international marketing. This approach allows to provide a company with better financial results and to show greater effectiveness and efficiency due to applied marketing tools. Such orientation requires building the appropriate management systems and business-models; the company's goals, strategies and tasks should be client-oriented. The Course of International Strategic Marketing involves the post-graduate students to deeply understand the competitive advantages of a business, meanwhile it clarifies the issues of determining target markets and segments; the course helps to design the up-to-date marketing programs as well as acquire marketing methods and techniques.

The course "International Strategic Marketing" introduces undergraduates with modern methods of the marketing environment observation and the company's competitive position evaluating in global markets. "International Strategic Marketing" takes an important place in the preparation of Master's students in the specialty "Marketing". It covers the most significant topics for the implementation of practical marketing activities; offers students a systematic understanding of the marketing tasks of a modern organization, coupled with the use of modern marketing techniques; summarizes the accumulated knowledge and experience in the implementation of tactical marketing tasks. The course involves the use of the acquired knowledge and acquired skills in the disciplines "Marketing and Society" and "Relationship Marketing", since the result of its study is the designing of strategic marketing plans and programs.

The course focuses on international modern strategic and tactical marketing trends. It is aimed at good theoretical training and deep practical skills in the field of market segmentation, brand positioning, preparation and budgeting of marketing programs obtaining globally. Particular attention is paid to the analysis of consumer preferences, the evaluation of consumer loyalty in different countries and globally. The course has a high analytical component. The study of the discipline "International strategic marketing" forms the following competencies of a specialist in accordance with the educational standard of the II stage in the specialty "Marketing":

UK-4. Use fundamental economic knowledge in professional activities.

UK-8. Have the skills to use modern information technologies to solve research and innovation problems.

UPK-1. To be able to analyze the behavior of business entities in the conditions of various types of market structures, to research and develop a market strategy of the organization, to assess the consequences of state microeconomics policy.

UPK-4. To be able to apply marketing methods and tools in relation to innovative projects, generate and promote new ideas, apply them to commercialize the results of research activities.

UPK-5. To be able to carry out data analysis for solving economic, managerial, scientific research problems.

The course will explore the theory and applications of international marketing concepts through a mix of cases, discussions, individual assignments, analytical reports and projects. The practical part of the course is carried out on the individual marketing

projects designing, each stage of which is devoted to every strategic marketing plan element for a new or existing company in new geographical markets.

The purpose of the course is to form the systematic knowledge and practical skills in the sphere of international strategic marketing and marketing planning in order to further develop professional competences, to make high-tech specialists in various marketing spheres and at all management levels.

The objectives of the discipline is to provide profound knowledge on the international strategic marketing and strategic marketing planning;

- to develop skills of designing marketing strategic plans including the formulation and implementation of the basic marketing objectives and strategies;
- to broaden professional and communicative competencies in the marketing management sphere;
- to give practical opportunities to compose business-models as well as strategic and tactic marketing plans internationally;
- to form the ability to apply quantitative and qualitative measurements to markets, products, brands and clients.

As a result of the discipline studying, a post-graduate student for a master's degree should **know**: modern approaches used in international marketing planning; the methods and techniques of marketing global audit, targeting markets and brand positioning; the explanation and tactical implementation of definite international marketing strategies; special marketing strategies and tactics depending on the company's competitiveness and international market maturity.

be able to:

- estimate international perspective markets, needs and requirements;
- analyze the company's competitive position and potential globally;
- forecast the company's sales volume;
- identify global target audiences;
- create customer value and develop brand positioning;
- design middle-term and fiscal-year international / global marketing plans;
- optimize the company's product, brand and business portfolio.

have the skills to:

- design executive summary, business models and balanced score cards of the marketing project;
- conduct marketing research;
- create positioning and competitive market maps;
- make up SWOT-analysis;
- use portfolio methods of GE, BCG;
- compose segmentation schemes;
- budget marketing activities.

The study program for the discipline "Strategic marketing" consists of 198 hours - 40 hours for lectures, 10 hours for tutorials, 14 hours laboratory classes. The assessment method is *an examination*.

CONTENT

<p>1 The global role of Marketing Strategy</p>	<p>Marketing as part of a corporate strategy. Marketing strategy and strategic marketing concept. Strategic and operational marketing. Marketing strategy, its elements, features of development and implementation for foreign markets. Global Marketing strategy. Global strategic marketing trends and technologies, Martech.</p>
<p>2 Business strategies and marketing tools for their implementation in foreign markets</p>	<p>Assessing growth opportunities. Directions of company's growth: integrative, diversification growth. Marketing tools in the implementation of the market penetration strategy: an international aspect. Directions for the implementation of the product development strategy: the international aspect. Market development strategy, marketing assessment of the prospects for entering new markets. Classification of McKinsey's global growth strategies. Criteria for choosing growth strategies, concepts and elements of GAP analysis.</p>
<p>3 Strategic Marketing Management Globally</p>	<p>Marketing planning in the business planning system. Stages of strategic and tactical marketing planning. International marketing planning: implementation, control and evaluation. Strategic and marketing goals, specifics of staging in the international market. The balanced scorecard in setting the marketing goals of the organization. Organization of strategic marketing. Centralization and decentralization in international strategic marketing. Corporate marketing concept. Elements and tasks of internal marketing. Areas of control in strategic marketing. Requirements for an effective marketing strategy.</p>
<p>4 Global Marketing Audit</p>	<p>Marketing audit system. International marketing research and assessment of market opportunities. Assessment of social and economic aspects in foreign markets. PEST analysis of the foreign market. Assessment of the micro-environment of the organization: audit of the external market, customers, intermediaries, competitors Market selection and market portfolio.</p> <p>Internal audit: audit of the company's operations and resources, audit of the results of the company's marketing activities. Financial and non-financial indicators of marketing performance. The concept of the strengths and weaknesses of the organization. Rules and stages of conducting a SWOT analysis in foreign markets.</p>
<p>5 Competitive Strategies and Advantages in international markets</p>	<p>Competitive analysis systems. The concept and objectives of competitive intelligence. Global competition: features, prospects, risks. Collecting marketing intelligence on the Internet. Benchmarking practice.</p>

	<p>M. Porter's theory of competitive advantages: international market. Types of competitive advantages: cost advantage, differentiation, market niche. M. Porter's value chain.</p> <p>Types of competitive strategies. Competitive strategies in the concept of J. Trout. Offensive and defensive competitive strategies. Foreign and domestic practice of implementing competitive strategies. Analysis of strategic (competitive) groups of the industry.</p> <p>Michael Porter's theory of the competitive advantage: cost leadership, differentiation, and focus. The types of competitive strategies. Offensive and defensive competitive strategies. International and domestic practice of competitive strategies' implementation. The analysis of strategic / competitive groups of a particular industry. The global competitiveness of an enterprise.</p>
<p>6 Customers understanding: Segmentation and Focusing, international scope</p>	<p>Strategic (macro) segmentation. The theory of blue oceans strategies. Models and methods of market segmentation. Assessment of segments attractiveness and foreign markets targeting. Market coverage methods. Long tail concept. Features of segmentation of foreign markets. Global consumer concept.</p> <p>Customer satisfaction and customer loyalty. The attitudinal and behavioral loyalty. Customer loyalty management, customer profitability. Developing loyalty programs. Net Promoter Score. Customer lifetime value. The concept of sales funnel (pipeline management). CRM and CEM. Customer experience mapping.</p>
<p>7 Branding and Positioning in Foreign Markets</p>	<p>Brand: concept and direction of differentiation. Building brand value in foreign markets: tools, channels. Global branding, co-branding. "Cultural" branding. Brand / product positioning process. Construction and interpretation of positioning maps. Directions of brand / product positioning. Positioning levels: socio-demographic, rational, functional, emotional, value. Positioning errors. Reasons for repositioning. Worldwide experience in brand positioning.</p>
<p>8 Market Maturity in Marketing Strategies Designing. Business Portfolio-analysis</p>	<p>The life cycle concept in the new markets development. The brief outline of the sector / industry life cycle stages. Strategic tasks of the organization depending on industry/ market life cycle stages. Marketing strategies and tactics of the organization at the stage of new market creation. Marketing strategies and tactics of the organization at the stage of market growth. Marketing strategies and tactics on mature markets and market at the stage of slowdown.</p> <p>The fields of matrix methods usage in the process of strategic marketing planning. BCG Matrix: the model parameters, the development strategies recommended, the model restrictions and criticism. GE matrix: market attractiveness parameters and business competitiveness, matrix quadrants characteristics and the</p>

	strategies recommended. Matrix method based on the life cycle concept: ADL.
9 Global Marketing Mix Strategies	<p><i>Strategic decisions in brand and assortment.</i> Promotion of a global brand, promotion of a national brand in foreign markets. Assortment strategies of the company, strategy of adaptation and standardization. Vertical and horizontal brand expansion. Innovation policy, innovative strategies of the organization.</p> <p><i>Pricing for international markets.</i> Pricing in increasing competitiveness in foreign markets. Features of global / international pricing. Stages of a pricing strategy. Pricing tricks for novelty products: fast skimming, slow skimming, fast market penetration, slow market penetration.</p> <p><i>Strategic decisions in distribution. The management of international distribution and logistics.</i> Distribution system during solution strategic tasks of organization. Marketing channels while creating customer value. The assessment of effectiveness of organization distribution system. Building distribution strategy. The stages of building distribution strategy.</p> <p><i>International communications.</i> Development of a global / international communication strategy for the organization. Setting communicative goals and objectives, determining the target audience. Advertising strategies of the company: concentrated and distributed. Strategic solutions to stimulate sales. Pull and push communications. Strategies in building an effective personal sales system. Strategic decisions of the organization in the field of PR activity.</p> <p>The concept and objectives of mobile marketing. SMM in the implementation of marketing strategies: features and benefits of SMM, SMM tools in different countries. SMM in the practice of foreign companies. Community marketing - tasks, features of building global brand communities.</p>
10 Business Modeling and Marketing Plans Designing	<p>The business models elements and types. Client-oriented business models. International marketing planning. The stages of strategic marketing plan, alternative plans designing, marketing program description and budgeting.</p>

**Curriculum map of the study course
(full-time education)**

№ of Topic	Course content	Hours								Other	The form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Lectures	Hours of the managing independent work	Laboratory classes			
		3	4	5	6	7	8	9	10		
1	The global role of Marketing Strategy	2	-	-	-	2	-	-	Presentations and handout [1-5,7,12]	Individual presentation of global marketing trends and modern marketing experience	
2	Business strategies and marketing tools for their implementation in foreign markets	2	-	-	-	2	-	-	Presentations and handout [1-5,7,12]	Individual presentation of business strategies implementation in foreign markets	
3	Strategic Marketing Management Globally	2	-	-	-	2	-	-	Presentations and handout [1-5,7,12]	Individual marketing project, <i>Step 1</i>	
4	Global Marketing Audit	2	2	-	2	2	-	-	Presentations and handout [1-5,8]	Individual marketing project, <i>Step 2</i> <i>PEST and foreign market analyses, foreign customers survey</i>	
5	Competitive Strategies and Advantages in international markets	2	-	-	2	2	-	-	Presentations and handout [1-5,6,7,11]	Individual marketing project, <i>Step 2</i> <i>Competitive and SWOT-analyses globally</i>	
6	Customers understanding: Segmentation and Focusing, international scope	2	2	-	2	2	-	-	Presentations and handout [1-5,7,11]	Individual marketing project, <i>Step 3</i> <i>segmentation and BCS per international segment</i>	
7	Branding and Positioning in Foreign Markets	2	2	-	2	2	-	-	Presentations and handout [1-5]	Individual marketing project, <i>Step 3</i> <i>positioning statement</i>	
8	Market Maturity in Marketing Strategies	2	-	-	2	2	-	-	Presentations and handout [1-5,7]	-	

	Designing. Business Portfolio-analysis									
9	Global Marketing Mix Strategies	2	2	-	2	2	-	-	Presentations and handout [1-5,8]	Individual marketing project, <i>Step 3 "Global Marketing mix"</i> - <i>Branding and assortment strategy)</i> - <i>Price strategy and tactics)</i> - <i>Distribution strategy</i> - <i>Communication strategy</i>
10	Business Modeling and Marketing Plans Designing	2	2	-	2	2	-	-	Presentations and handout [5,6,8-10]	Final marketing project presentation
Total		20	10	-	14	20	-	-	-	Exam

**Curriculum map of the study course
(part-time education)**

No of Topic	Course content	Hours									The form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Lectures	Hours of the managing independent work	Tutorials	Laboratory classes	Other	
1	2	3	4	5	6	7	8	9	10	11	
1	The global role of Marketing Strategy	1	-	-	-	-	-	-	Presentations and handout [1-5,7,12]	-	
2	Business strategies and marketing tools for their implementation in foreign markets	1	-	-	-	-	-	-	Presentations and handout [1-5,7,12]	-	
3	Strategic Marketing Management Globally	1	-	-	-	-	-	-	Presentations and handout [1-5,7,12]	Individual marketing project, <i>Step 1</i>	
4	Global Marketing Audit	1	-	-	1	-	-	-	Presentations and handout [1-5,8]	Individual marketing project, <i>Step 2</i> <i>PEST and foreign market analyses,</i>	

										<i>foreign customers survey</i>
5	Competitive Strategies and Advantages in international markets	1	-	-	1	-	-		Presentations and handout [1-5,6,7,11]	Individual marketing project, <i>Step 2 Competitive and SWOT-analyses globally</i>
6	Customers understanding: Segmentation and Focusing, international scope	1	-	-	1	-	-		Presentations and handout [1-5,7,11]	Individual marketing project, <i>Step 3 segmentation and BCS per international segment</i>
7	Branding and Positioning in Foreign Markets	1	1	-	-	-	-		Presentations and handout [1-5]	Individual marketing project, <i>Step 3 positioning statement</i>
8	Market Maturity in Marketing Strategies Designing. Business Portfolio-analysis	1	-	-	-	-	-		Presentations and handout [1-5,7]	-
9	Global Marketing Mix Strategies	1	-	-	1	-	-		Presentations and handout [1-5,8]	Individual marketing project, <i>Step 3 "Global Marketing mix"</i> - Branding and assortment strategy) - Price strategy and tactics) - Distribution strategy - Communication strategy
10	Business Modeling and Marketing Plans Designing	1	1	-	-	-	-		Presentations and handout [5,6,8-10]	Final marketing project presentation
Total		10	2	-	4	-	-		-	Exam

INFORMATION AND METHODOLOGICAL PART

Methodological recommendations on individual students' work management of the study course "Strategic Marketing"

The independent students work is an important element of providing profound knowledge on the strategic marketing topics. The recommended time for independent student work totals to 2-2,5 hours per class study on average.

The directions of independent students' work are as follows:

- first-hand view of study program;
- first-hand view of literature recommended;
- carrying on research on given by the lecturer material, reading additional literature and searching for more information;
- preparation for practical classes according to special study plans on the ground of literature recommended;
- preparation to distant forms of control (independent individual work, presentations, business tasks solutions, tests and other tasks);
- preparation for the examination.

Literature

primary:	secondary:
1. <i>Chernev, A.</i> Strategic Marketing Management/ A. Chernev A., Ph. Kotler. – 8th ed. – Cerebellum Press, 2014. – 284 pp.	6. <i>Chan Kim, W.</i> Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant/ W. Chan Kim, R. Mauborgne. – Expanded ed. – Harvard Business Review Press, 2015. – 287 pp.
2. <i>Kotler, Ph.</i> Marketing Management / Ph. Kotler, K.L. Keller. – 14th ed. – Prentice Hall, 2012. – 816 pp.	7. <i>Kumar, N.</i> Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation / N. Kumar. – Harvard Business Review Press, 2004. – 288 pp.
3. <i>Lambert, J-J.</i> Market-Driven Management: Strategic and Operational Marketing / J-J. Lambert, I. Schuiling. – 3 rd. ed. – Red Globe Press, 2012. – 624 pp.	8. <i>McDonald, M.</i> Marketing Plans: How to Prepare Them, How to Use Them / M. McDonald, Wilson H. – 7th ed. – John Wiley & Sons, 2011. – 592 pp.
4. <i>Lowe, R.</i> International Marketing Strategy: Analysis, Development & Implementation / R. Lowe, Kenyon A., Doole I. – 8 th edition – Andover: Cengage Learning EMEA, 2019. – 480 pp.	9. <i>Osterwalder, A.</i> Business Model Generation/ A. Osterwalder, Y. Pigneur. - Hoboken, Ney Jersey:
5. <i>Solberg, K.A.</i> International Marketing: Strategy development	

and implementation. – Routledge, 2017. – 418 pp.

John Wiley & Sons, 2010. – 288 pp.

10. *Piercy N.*, Marketing budgeting. A Political and Organizational Model. – London; Sydney; Dover: Croom Helm, 2015. – 522 pp.
11. *Porter, M.* On Competition/ M. Porter. – Updated and Expanded ed. – Harvard Business Review Press, 2008. – 576 pp.
12. *Ries, A.* Bottom-Up Marketing/ Marketing Warfare/A. Ries, J.Trout. – Plume. 2004. – 240 pp.

The study program coordination protocol to other study disciplines of the specialization

Study discipline for coordination	Department	Suggestions of the alterations in the study program contests	The solution was taken by the Department according to the study program (data and protocol number)

**Supplements and alterations to the study program of the study discipline
In ___/___ study year**

№№	Supplements and alterations	Grounds

The study program is recommended to affirm by the Marketing Department of Belarusian State Economic University (protocol № __, __. __. 20 __)

Head of the Marketing Department,
Associate professor, Ph.D. (Economics)

_____ V.S. Golic

APPROVED

Dean of the Faculty of Marketing and Logistics,
Associate professor, Ph.D. (Economics)

_____ S.V. Razumova