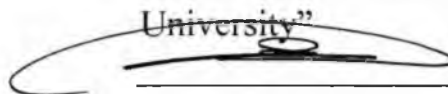


Educational Institution
“Belarus State Economic University”

APPROVED BY

First Prorector of Educational Institution
“Belarus State Economic
University”



E.F.Kireeva

28.12. 2022

Registration number № УД 5341-22/уч.

INTERNATIONAL MARKETING

The curriculum of the Educational Institution of higher education
in the academic discipline for the major
1-25 01 03 “World Economy” (without specialization, in English)

2022

The curriculum is based on the curriculum for the major 1-25 01 03 “World Economy”, reg. No. _____ from _____

PROGRAMM AUTHORS:

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RECOMMENDED FOR CONFIRMATION:

Marketing Department of the Educational Institution “Belarus State Economic University” (protocol № 3 from 13.10.2022);

Scientific and Methodological Council of the Educational Institution “Belarus State Economic University” (protocol № 2 from 21.12.2022).

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 "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 specialized competencies are formed: to implement the concept of international marketing in professional activities; apply approaches to the study and analysis of the international marketing environment; to develop strategies for penetrating the world market and their corresponding marketing plans and programs using information technology.

As a result of studying the 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 is 108 hours, the number of classroom hours allocated for the study of the academic discipline in accordance with the curriculum of the educational institution in the specialty is 48 hours.

Of the 48 classroom hours, 26 hours are devoted to lectures, 22 hours to seminars.

The assessment method is an exam.

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 discipline "International Marketing"
for the 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	-	6	-	-	-	-	[1, 2, 4, 5, 11, 13]	Project work on international market research, discussion, individual work, reports
2	Ways To Enter Foreign Markets	4	-	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	-	6	-	-	-	-	[1-13]	Group work, discussion, abstracts, survey, presentation on the topic of the lecture
4	Distribution Of Goods In The Foreign Market	4	-	2	-	-	-	-	[1, 2, 4, 5, 11, 13]	Group work, situational tasks, discussion, abstracts, survey, test
5	International Marketing Communications	6	-	6	-	-	-	-	[1-13]	Group work, discussion, reports, final test
	Hours in total	26	-	22	-	-	-	-		Exam

INFORMATIONAL AND METHODOLOGICAL PART

Guidelines for organizing independent work of students in the academic discipline "International Marketing"

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.

Literature

Basic:

1. Baack, D.W. International Marketing / D.W. Baack, B. Czarnecka, D.E. Baack. 2nd Edition. – California: SAGE Publications Ltd, 2018. – 672 pp.
2. Cateora, P. ISE International Marketing / P. Cateora, J. Graham, M. Gilly. – 18th Edition. – Spain: McGraw-Hill Interamericana de España S.L, 2021. – 1440 pp.
3. Lane Keller, K. Strategic Brand Management: building, Measuring, and Managing Brand Equity / K. Lane Keller. – Fifth Edition. – New Jersey: Pearson Education Limited, 2019. – 600 pp.
4. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. – Fourth Edition. – London: Palgrave MacMillan, 2018. – 492 pp.
5. Lowe, R. International Marketing Strategy: Analysis, Development and Implementation / R. Lowe, I. Doole, A. Kenyon. – 9th Edition. – UK: Cengage Learning EMEA, 2022.

Additional:

6. Andjelic, A. The Business of Aspiration / A. Andjelic. – Abingdon-on-Thames: Routledge, 2020. – 106 pp.
7. Chernev, A. Strategic Marketing Management/ A. Chemev, Ph. Kotler. 8th ed. – Cerebellum Press, 2014. – 284 pp.
8. 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.
9. 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.
10. 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.
11. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. Fifteenth Edition. – New Jersey: Pearson Education Limited, 2015. – 832 pp.
12. Lamben, J-J. Market-Driven Management: Strategic and Operational Marketing / J-J. Lamben, R. Chumpitaz, I. Schuiling. – Palgrave Macmillan, 2007. – 496 pp.
13. Solberg, C.A. International Marketing: Strategy development and implementation / C.A. Solberg. – UK: Routledge, 2017. – 402 pp.

**THE STUDY PROGRAM COORDINATION PROTOCOL TO OTHER
STUDY DISCIPLINES OF THE SPECIALIZATION**

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)
International trade and world markets	World Economy	<p><i>Corrections</i></p> <p><i>I. A. L.</i></p>	<p>Approve Protocol № 3 of 13.10.2022</p>

**SUPPLEMENTS AND ALTERATIONS TO THE EDUCATIONAL PROGRAM
OF THE STUDIED DISCIPLINE**
for the _____ study year

№	Supplements and alterations	Grounds

The study program is revised and approved at a meeting of the Marketing Department
(protocol № _____ from _____ 202__)

Head of the Marketing Department

Associate Professor, Ph.D. in Economics _____ V.S. Golik

I APPROVE

Dean of the Faculty of Marketing and Logistics

Associate Professor, Ph.D. in Economics _____ S.V. Razumova