



## Contemporary marketing strategies for foreign markets Syllabus

### Basic information

<b>Field of study*</b> International Economic Relations		<b>Didactic cycle</b> 2020/2021
<b>Specialisation</b> International Business		<b>Subject code</b> UEPMSG03S.21B.8799.20
<b>Department</b> UEP		<b>Language of instruction</b> English
<b>Level of qualification</b> Second-cycle programme		<b>Mandatory</b> Obligatory
<b>Mode of study</b> Full-time		<b>Block</b> Block B
<b>Track</b> General academic		
<b>Person responsible for the content of the syllabus</b>	Milena Ratajczak-Mrozek	

  

<b>Period</b> Semester 1	<b>Method of evaluation</b> Exam	<b>Number of ECTS points</b> 6
	<b>Activities and hours</b> <ul style="list-style-type: none"><li>• Participation in classes: 30</li><li>• Participation in lectures: 30</li></ul>	

### Subject's educational aims

C1	To present the latest concepts in the context of companies marketing activities on foreign markets
C2	To indicate the importance of internet marketing and new unconventional forms of marketing communication
C3	To present the role of corporate social responsibility in marketing activities along with the marketing of non-profit organizations
C4	To familiarize with complex business relationships and their management in the marketing international activities

## Entry requirements

Principles of Marketing, International Marketing

## Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
<b>Knowledge</b>			
W1	Student recognizes the latest concepts in the context of companies marketing activities on foreign markets	K2_W01, K2_W02, K2_W14, K2_W15	Written exam with open questions, Final test, Class participation, Group project / Group work
W2	Student indicates the influence of internet on marketing activities and new unconventional forms of marketing communication	K2_W01, K2_W02, K2_W14, K2_W15	Written exam with open questions, Final test, Class participation, Group project / Group work
W3	Student identifies the role of corporate social responsibility in marketing activities along with the marketing of non-profit organizations	K2_W01, K2_W02, K2_W14, K2_W15	Written exam with open questions, Final test, Class participation, Group project / Group work
W4	Student recognizes complex business relationships and their management in the marketing international activities	K2_W01, K2_W02, K2_W14, K2_W15	Written exam with open questions, Final test, Class participation, Group project / Group work
<b>Skills</b>			
U1	The student questions traditional marketing activities in the international arena	K2_U02, K2_U03	Written exam with open questions, Final test, Class participation, Group project / Group work
U2	Student plans a marketing strategy of a company in foreign markets, taking into account contemporary market conditions	K2_U05, K2_U06, K2_U07	Written exam with open questions, Final test, Class participation, Group project / Group work
<b>Social competences</b>			
K1	The student can work in a group and run group discussions	K2_U17, K2_K03, K2_K04	Class participation, Group project / Group work
K2	The student is able to justify his opinion	K2_K01, K2_K04	Written exam with open questions, Final test, Class participation, Group project / Group work

## Study content

No.	Course content	Subject's educational goals	Subject's learning outcomes
1.	Marketing – Introduction	C1	W1, U1, U2
2.	Product and firm positioning on international market – contemporary concepts	C1	W1, U1, U2, K1, K2
3.	Co-branding on international market	C1, C2	W1, W2, U1, U2, K1, K2
4.	Consumers communities and consumers' involvement in global product development – prosumers	C1, C2	W1, W2, U1, U2, K1, K2
5.	Inbound marketing and social media	C1, C2	W1, W2, U1, U2, K1, K2
6.	Unconventional forms of marketing communication	C1, C2	W1, W2, U1, U2, K1, K2
7.	Marketing of luxury brands	C1	W1, U1, U2, K1, K2
8.	Positioning of high-tech products and services on International market	C1, C2	W1, W2, U1, U2, K1, K2
9.	Corporate Social Responsibility on foreign markets	C1, C3	W1, W3, U1, U2, K1, K2
10.	Marketing of non-profit organizations on foreign markets	C1, C3	W1, W3, U1, U2, K1, K2
11.	Global business networks, variety of stakeholders and relationships	C1, C2, C4	W1, W2, W4, U1, U2, K1, K2
12.	Global Account Management	C1, C2, C4	W1, W2, W4, U1, U2, K1, K2

## Bibliography

### Obligatory

1. K. Fonfara (ed.), The development of business networks in the company internationalisation proces, Poznań University of Economics Press, Poznań 2012
2. M. Kotabe, K. Helsen, Global Marketing Management, Wiley 2003
3. Journal papers and case studies presented during lectures and practical classes

### Recommended

1. Journal papers presented during lectures and classes

## Course advanced

### Teaching methods:

Brainstorming, Lecture with multimedia presentation, Discussion, Case study, Exercises

Teaching methods	Method of evaluation	Credit conditions
Classes	Final test, Class participation, Group project / Group work	Class participation, group work and final test
Lectures	Written exam with open questions	Written exam with open questions

## Calculation of ECTS points

Activity form	Activity hours*
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Participation in classes	30	
Participation in lectures	30	
Participation in the exam	2	
Preparation for exam	20	
Preparation for classes	30	
Preparation for test	30	
Consultations with teacher	10	
<b>Student workload</b>	<b>Hours</b> 152	<b>ECTS</b> 6.0
<b>Workload involving teacher</b>	<b>Hours</b> 72	<b>ECTS</b> 2.5
<b>Practical workload</b>	<b>Hours</b> 30	<b>ECTS</b> 1.0

\* one hour of classes = 45 minutes

## Effects

Code	Content
K2_K01	the graduate is ready to critically assess the state of their own knowledge and skills, understands the need for lifelong learning as well as for broadening and supplementing the acquired knowledge and skills, extended to include an interdisciplinary dimension, and is able to inspire and organise other people's learning process
K2_K03	the graduate is ready to effectively participate in undertaking and implementing team project tasks regarding the operation of modern business entities and the economy as a whole in conditions of the progressing internationalisation of business activity and developing integration processes
K2_K04	the graduate is ready to think and act in an entrepreneurial manner
K2_U02	the graduate is able to use in practice theoretical knowledge with reference to the operation of business entities in the international market (in connection with the selected specialisation as part of the International Economics programme)
K2_U03	the graduate is able to accurately analyse the causes and the course of processes and phenomena in a modern world economy, to formulate their own opinions on the subject, as well as to construct and verify simple research hypotheses
K2_U05	the graduate is able to efficiently use rules and standards regarding business activity in order to solve specific problems, particularly those arising from international cooperation (in connection with the selected specialisation as part of the International Economics programme)
K2_U06	the graduate is able to use their knowledge in order to take up new challenges, to independently solve professional-work problems involved in functioning in a multicultural environment and in different legal and political systems; is characterised by a critical approach
K2_U07	the graduate is able to identify and analyse the relations between business entities and other institutions that are part of the national and international environment, and is able to understand them on the basis of a theoretical assessment of these phenomena (in connection with the selected specialisation as part of the International Economics programme)
K2_U17	the graduate is able to cooperate as part of a team, also a multicultural one, including the adoption of various team roles; has organisational skills that help to achieve goals related to designing and undertaking professional activities; is aware of the responsibility for their own work, and assumes responsibility towards their colleagues for jointly conducted research and projects
K2_W01	the graduate knows and understands thoroughly selected facts, objects, phenomena and relationships that constitute an advanced general knowledge of economic sciences, particularly economics, finance and management, and their place in the system of sciences and relationship to other sciences
K2_W02	the graduate knows and understands terminology, facts and phenomena in the field of international economics, international business relations and complementary areas of knowledge, such as international management, international trade, international logistics and international finance
K2_W14	the graduate knows and understands selected approaches, methods and tools used in managing a business entity in the national and international market, particularly in the fields of international marketing strategies and supply-chain management in international trade
K2_W15	the graduate knows and understands thoroughly the operation of business entities in the national and international environment