



Contemporary marketing strategies in foreign markets Syllabus

Basic information

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| Field of study* International Economic Relations Specialisation - Organizational unit UEP Level of qualification Second-cycle programme Mode of study Full-time Track General academic | | Didactic cycle 2020/2021 Subject code UEPMSG.22B.8416.20 Language of instruction Polish Mandatory Obligatory Block Block B |
| Person responsible for the content of the syllabus | Adam Dymitrowski | |
| Period Semester 2 | Method of evaluation Exam Activities and hours <ul style="list-style-type: none">• Participation in classes: 30• Participation in lectures: 30 | Number of ECTS points 6 |

Subject's educational aims

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| C1 | To present the latest concepts in the context of companies marketing activities in foreign market |
| 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 organization |
| C4 | To familiarize with complex business relationships and their management in the marketing international activities |

Entry requirements

Marketing, International marketing

Subject's learning outcomes

| Code | Outcomes in terms of | Effects | Examination methods |
|---------------------------|--|--------------------------------|--|
| Knowledge | | | |
| 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, Final test |
| 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, Final test |
| W3 | Student identifies the role of corporate social responsibility in marketing activities along with the marketing of non-profit organization | K2_W01, K2_W02, K2_W14, K2_W15 | Written exam, Final test |
| W4 | Student recognizes complex business relationships and their management in the marketing international activity | K2_W01, K2_W02, K2_W14, K2_W15 | Final test, Group project / Group work |
| Skills | | | |
| U1 | student questions traditional marketing activities in the international arena | K2_U02, K2_U03 | Final test, Group project / Group work, Presentation |
| U2 | Student plans a marketing strategy of a company in foreign markets, taking into account contemporary market condition | K2_U05, K2_U06, K2_U07 | Final test, Group project / Group work, Presentation |
| Social competences | | | |
| K1 | The student can work in a group and run group discussion | K2_U17, K2_K03, K2_K04 | Final test, Group project / Group work, Presentation |
| K2 | Student is able to justify his opinion | K2_K01, K2_K04 | Final test, Group project / Group work, Presentation |

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 in international market - contemporary concepts | C1 | W1, U1, U2, K1, K2 |
| 3. | Co-branding in 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 in international market | C1, C2 | W1, W2, U1, U2, K1, K2 |

| No. | Course content | Subject's educational goals | Subject's learning outcomes |
|-----|---|-----------------------------|-----------------------------|
| 9. | Corporate Social Responsibility on foreign market | C1, C3 | W1, W3, U1, U2, K1, K2 |
| 10. | Marketing of non-profit organizations in 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, Poznań1.University of Economics Press, Poznań 2012
2. Fonfara, K. (red.). (2014). Marketing międzynarodowy. Współczesne trendy i praktyka. Warszawa: PWN.
3. Artykuły i case'y prezentowane podczas zajęć

Recommended

1. Artykuły i case'y prezentowane podczas zajęć
2. Fonfara, K., Ratajczak-Mrozek, M., Małys, Ł. (red.). (2018). The Internationalisation Maturity of the Firm - A Business Relationships Perspective, Cambridge Scholars Publishing.

Course advanced

Teaching methods:

Project method, Brainstorming, Lecture with multimedia presentation, Discussion, Case study, Exercises, e-learning methods

| Teaching methods | Method of evaluation | Credit conditions |
|------------------|--|-------------------|
| Classes | Written exam, Final test, Group project / Group work, Presentation | |
| Lectures | Written exam, Final test, Group project / Group work, Presentation | |

Calculation of ECTS points

| Activity form | Activity hours* | |
|---------------------------|---------------------|--------------------|
| Participation in classes | 30 | |
| Participation in lectures | 30 | |
| Project preparation | 50 | |
| Participation in the exam | 2 | |
| Preparation for exam | 38 | |
| Student workload | Hours 150 | ECTS 6.0 |

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|-----------------------------------|--------------------|--------------------|
| Workload involving teacher | Hours 62 | ECTS 2.0 |
| Practical workload | Hours 80 | ECTS 3.0 |

* 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 |