

Course title: **INTERNATIONAL MARKETING**

ECTS credit allocation (and other scores): 3

Semester: autumn

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 45

Course coordinator/ Department and e-mail: Kozłowski Wojciech, wojciech.kozlowski@uwm.edu.pl

Type of classes: classes and lectures

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#### Substantive content

**CLASSES:** Introduction to global marketing. Initiation of internationalization. Internationalization theories. Firm's international competitive advantage. The economic and political environment. The sociocultural environment. The international market selection process. Export and Intermediate modes of market entry. Hierarchical modes of market entry. Brand and product decision. Pricing decision. Distribution decisions. Communication and promotion decision. Organization and control of the global marketing programme.

**LECTURES:** The company's decision whether to internationalize. The company's decision which market to enter. Market entry strategies. Designing the global marketing programme. Implementing and coordinating the global marketing programme

**Learning purpose:** Understanding of the major strategic decisions that international marketing encounters.

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**Knowledge:** of relationships between business environment and the international marketing strategy.

**Skills:** identifies basic problems and analyzes and interprets the cause-effect relationships in international marketing

**Social Competencies:** discusses, argues and expresses opinions and beliefs in a substantive manner.

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**Basic literature:** Keegan W.J., Green M.C. 2016. Global Marketing, Pearson

**Supplementary literature:** video, reports and scientific articles

The allocated number of ECTS points consists of: 3

Contact hours with an academic teacher: 50

Student's independent work: 31