



APPROVED:

Vice-rector for study and methodical work

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## *Международный маркетинг / International marketing*

### Syllabus of the course

Specialty	38.03.02 Management
Specialization	Business management and digital innovations
Level of higher education	Bachelor
Form of training	Full-time
	2022

Authored by:

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Total number of hours	180	<b>Form of final attestation:</b>  Exam: semester 6
incl:		
contact work	84	
self-study	60	
practical training	0	
control hours	36	

#### Hours distribution:

Semester:	6
Type of classes	Hours
Contact hours	48
Practical training	36
Laboratory work	
<b>Total contact hours</b>	<b>84</b>
Self-study	60
Control hours	36
<b>Total academic hours</b>	<b>180</b>
<b>Total credits</b>	<b>5</b>

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## 1. LEARNING OBJECTIVES

<b>Objective:</b>	Lay the foundations for gaining competitive advantage for companies in the global marketplace by providing students with an understanding of the success factors that influence global marketing strategies.
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## 2. COURSE PLACE IN THE PROGRAMME STRUCTURE

Discipline B1.V International marketing refers to the part formed by the participants in the educational relations of Block 1.

## 3. EXPECTED RESULTS OF COURSE STUDY

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected results of course study
PC-1 – Able to form possible solutions based on the targets developed for them	PC-1.3 – Defines links and dependencies between business analysis information elements	<p>To know: approaches and methods for analyzing international markets, the specifics of marketing decisions in international markets.</p> <p>To be able to: select and use various business analysis tools and marketing mix tools, taking into account the specifics of markets in different countries, justify marketing decisions in international markets.</p> <p>To possess: methods of strategic analysis and development of marketing solutions in international markets</p>

## 4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Section 1: Concept, meaning and specifics of international marketing					
Topic 1. Content and specifics of international marketing.	The subject and content of the course "International Marketing". Relationship with other disciplines of the curriculum. Functions and tasks of a specialist in the field of organizing international marketing activities in international markets. General characteristics of the international marketing activities of firms and enterprises. Requirements and guidelines for the study of the course. Bibliographic and software-information support of the course.	2			5
Topic 2. The influence of globalization and internationalization processes on the	The need for a strategic approach in the system of international marketing. The influence of the processes of globalization of the economy and the internationalization of entrepreneurship on international marketing. Motives for the internationalization of the	4	4		5

development of international marketing.	company. Forms of internationalization of the firm and the evolution of international marketing. The essence of the EPRG model (ethnocentrism, polycentrism, regionocentrism, geocentrism). The impact of international marketing activities on the economy. Modern trends and their impact on the development of international marketing: the consequences of BREXIT, the prospects for the development of international markets and the European Union, the image of Russia in the international arena. Sanctions against Russia: the impact on business and the main threats to the Russian economy, the impact of sanctions on business in other countries.				
Topic 3. Marketing research in international markets.	Types of international marketing research. Technology of conducting and organizing marketing research of foreign markets. General and preliminary studies. Sources of secondary information. Market research of international markets. Tests (surveys). Special studies. An alternative to your own or custom research. Segmentation and selection of target international markets. Profile analysis of markets.	6	4		5
Topic 4. Structure and characteristics of the international marketing environment.	The concept of "environment" in international marketing. The structure of the international marketing environment: economic factors, political, state regulation factors, legal, socio-cultural and other (technological, geographical, demographic, scientific and technical), the composition of which depends on the characteristics of the market, the depth of research. Analysis of the factors of the international marketing environment.	2	2		5
Topic 5. Environmental factors and their role in international marketing.	Economic factors and their influence on the activities of the company in the field of international marketing. General characteristics of the economic system and market economy models. Classification of economic systems depending on the sectoral structure. Using the indicator of the level of income of the population to assess the prospective purchasing power and classification countries. Analysis of macroeconomic indicators of the country: GDP, ND, inflation, foreign trade balance, etc. Economic factors, including indicators characterizing the state of market demand. Political factors: type of political system, political stability, political relations between countries, political-economic and regional unions. Factors of state regulation: tariff and non-tariff barriers, customs regulation, regulation of entrepreneurial activity. Legal factors: world legal practice in the field of foreign economic activity, the legal system of Russia in the field of international sale and purchase, principles for the development of international commercial contracts. International legal regulation of marketing tools. Socio-cultural factors: cultural factors - language and communication, beliefs and attitudes, habits, traditions, values and norms, self-esteem and status in society, awareness of time. Human factors: physical characteristics of people, specific characteristics of behavior, attitudes towards work, towards group achievements, perception of colors, etc. Geographical, technological and other environmental factors and their	6	4		5

	influence on the choice of the international market.				
Section 2: Marketing strategy in international market					
Topic 6. International market entry modes	Characteristics of entry modes of international market. Export (direct and indirect). Compensatory transactions: countertrading, trading from a blocked account, clearing operations, payment in finished products, buyback of used equipment, tolling. Joint ventures and direct investment. Licensing agreements and franchising, types of franchising (commodity, production, business. Management contracts. Know-how trade. International engineering agreements. Advantages and disadvantages of methods. Selection conditions and risk analysis.	6	4		5
Topic 7. The specifics of developing an international marketing mix.	Features of the development of a marketing mix in the international market. Features of commodity and service markets. The value of an integrated approach in the development of a marketing mix in the international market.	2	2		5
Topic 8. Specifics of product and communication policies in international marketing.	International commodity strategy. Life cycle of an international product. Features of export packaging planning and the use of trademarks in foreign markets. Communication policy in international marketing: adaptation or standardization.	6	6		5
Topic 9. Specifics of pricing and sales policies in international marketing.	Pricing policy in international marketing. The main factors of pricing and price structure in international marketing. INCOTERMS 2010: basic terms of delivery. Pricing strategies for international marketing. anti-dumping legislation. Trade wars. Sales policy in international marketing. Features of the formation of distribution channels in international markets. Free economic zones and their advantages. Sales channel management in international marketing. Types of international intermediaries. Communication policy in international marketing: adaptation or standardization.	4	4		5
Topic 10. Strategic planning of international marketing.	The necessity and essence of a strategic approach in international marketing. Stages of international marketing planning. Basic international marketing strategies: adaptation or standardization. Globalization strategy in international marketing. Multifactorial classification of market strategies (in terms of market boundaries, market geography, time to market, capital investments, method of leaving the market. International marketing tactics.	6	2		5
Topic 11. Key success factors for international business and evaluation of the effectiveness of decisions in the international marketing system.	Definition of the concept of "glocality". Considering this approach as a way to achieve optimal results in international business. An approach to determining the KFU of a company in the international market. KFU in the regional and international markets. Estimation of costs and results in international marketing. Types of control of international marketing activities. Preparation of feasibility studies for international contracts. Risks of international marketing activities. The need for performance evaluation. Approaches to the evaluation of international marketing projects.	4	4		10

<b>Control hours:</b>					<b>36</b>
<b>Total hours:</b>		<b>48</b>	<b>36</b>	<b>0</b>	<b>60</b>

## 5. TEACHING AND LEARNING TOOLS OF THE COURSE

### 5.1 Recommended literature

<b>Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)</b>	<b>Digital resources</b>
Didenko, N. I. International marketing. Fundamentals of theory: a textbook for undergraduate and graduate studies / N. I. Didenko, D. F. Skripnyuk. - M.: Urait Publishing House, 2019. - 153 p.	<a href="https://www.ura.it.ru/book/mezh...marketing-osnovy-teorii-434714">https://www.ura.it.ru/book/mezh...marketing-osnovy-teorii-434714</a>
Didenko, N. I. International marketing. Practice: a textbook for undergraduate and graduate studies / N. I. Didenko, D. F. Skripnyuk. - Moscow: Urait Publishing House, 2019. - 406 p.	<a href="https://www.ura.it.ru/book/mezh...dnyy-marketing-praktika-434715">https://www.ura.it.ru/book/mezh...dnyy-marketing-praktika-434715</a>
International marketing: textbook and workshop for undergraduate and graduate students / A. L. Abaev [and others]; edited by A. L. Abaev, V. A. Aleksunin. - Moscow: Urait Publishing House, 2019. - 362 p.	<a href="https://www.ura.it.ru/book/mezhdunarodnyy-marketing-433073">https://www.ura.it.ru/book/mezhdunarodnyy-marketing-433073</a>
International marketing: textbook and workshop for undergraduate and graduate students / I. V. Vorobieva [and others]; edited by I. V. Vorobieva, K. .. Petzoldt, S. F. Sutyurin. - Moscow: Urait Publishing House, 2019. - 398 p.	<a href="https://www.ura.it.ru/book/mezhdunarodnyy-marketing-432949">https://www.ura.it.ru/book/mezhdunarodnyy-marketing-432949</a>
Lizovskaya V.V. Marketing Strategies in Global Markets : Study Guide / VV Lizovskaya ; Ministry of Science and Higher. education Ros. Federation, St. Petersburg. state economy un-t, Dept. marketing .- St. Petersburg: Publishing House of St. Petersburg State University of Economics, 2019	<a href="http://opac.unecon.ru/cgi-bin/zgate.exe">http://opac.unecon.ru/cgi-bin/zgate.exe</a>

### 5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

### 5.3 List of reference systems and modern professional databases

<b>№</b>	<b>Name of reference systems and professional databases</b>
1.	Digital library Grebennikon.ru – <a href="http://www.grebennikon.ru">www.grebennikon.ru</a>
2.	Science Digital Library eLIBRARY – <a href="http://www.elibrary.ru">www.elibrary.ru</a>
3.	Science Digital Library КиберЛеника – <a href="http://www.cyberleninka.ru">www.cyberleninka.ru</a>
4.	Database ПОЛПРЕД Справочники – <a href="http://www.polpred.com">www.polpred.com</a>
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary <a href="http://www.oecd-ilibrary.org">www.oecd-ilibrary.org</a>
6.	Legal reference system КонсультантПлюс (installed resource UNECON or <a href="http://www.consultant.ru">www.consultant.ru</a> )
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or <a href="http://www.garant.ru">www.garant.ru</a> )



8.	Information and referral system «Кодекс» (installed resource UNECON or <a href="http://www.kodeks.ru">www.kodeks.ru</a> )
9.	Digital library system BOOK.ru - <a href="http://www.book.ru">www.book.ru</a>
10.	Digital library system ЭБС ЮРАЙТ – <a href="http://www.urait.ru">www.urait.ru</a>
11.	Digital library system ЗНАНИУМ (ZNANIUM) – <a href="http://www.znanium.com">www.znanium.com</a>
12.	Digital library UNECON – <a href="http://opac.unecon.ru">opac.unecon.ru</a>

## 6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 1043 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialised furniture and equipment: Educational furniture for 42 seats (21 desks), teacher's workplace, chalk board 1 pc. (3 sections), chair 1 pc., table 2 pcs., iso chair 2 pcs.. Portable multimedia kit: Laptop HP 250 G6 1WY58EA, Multimedia projector LG PF1500G. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 1064 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 42 seats, a teacher's workplace, a whiteboard - 1 pc, a table - 1 pc, a chair - 1 pc, an interactive projector Epson-EB-455Wi - 1 pc, a computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2007 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Training furniture for 126 seats, teacher's workplace, m/m table - 1 pc, desk - 6 pcs, chair - 1 pc, chalk board (3 sectional) - 2 pcs, Chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz/4Gb/500Gb/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm (SCM-4304) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

## **7. METHODOLOGICAL GUIDELINES FOR STUDENTS**

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a focus on specific professional specialised areas of knowledge defined by labour market representatives;
- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

## **8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS**

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);



- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

## **ASSESSMENT RESOURCES**

### **1.1 Control tasks and assignments for interim attestation**

1. 1 The concept and meaning of international marketing. The main factors influencing the development of international marketing.
2. Environment: its role in international marketing, systematization of environmental factors that affect the activities of the company in the field of international marketing.
3. The main groups of environmental factors of the business partner country that affect the activities of the company in the field of international marketing.
4. Economic factors and their impact on the firm's activities in the field of international marketing.
5. Analysis of competition in foreign markets. Competitive intelligence and its role in international marketing. Levels of competition in international marketing.
6. Political factors (type of political system, political stability, political relations between countries, political and economic alliances) and their influence on international marketing.
7. The main factors of state regulation of business, foreign economic activity, the monetary system, and their impact on international marketing.
8. The use of tariff and non-tariff barriers and their role in international marketing.
9. Place and essence of customs regulation in international marketing.
10. Legal factors and their impact on the company's activities in the field of international marketing.
11. Socio-cultural factors and their impact on the activities of the company in the field of international marketing.
12. Technological, geographical, demographic and other environmental factors in the international marketing system.
13. Features of marketing research of international markets: goals, organization, financing, information.
14. Necessity, essence and features of the strategic approach in international marketing.
15. The role of international marketing activities in increasing the firm's intangible assets.
16. The role and evaluation of brands in the system of international marketing.
17. Analysis of the attractiveness of foreign markets. Marketing dangers and opportunities and their evaluation in international marketing.
18. Selection of external markets: analysis of external markets (potential, availability, susceptibility, stability, risk).
19. Analysis of competition in the foreign market, assessment of marketing dangers and opportunities.
20. Ways to enter the foreign market.
21. Features of the development of commodity policy in the international market.

22. Standardization and adaptation in international commodity policy. Factors that have a decisive influence on commodity policy in the international market.
23. Relationship between international commodity policy and PLS.
24. The role of industrial packaging and brand design in ensuring the market success of a product in the international market.
25. Service in international marketing.
26. Formation of commodity strategy in the international marketing.
27. The place of pricing policy in the international "marketing mix". The main components of the pricing policy.
28. Development of a pricing strategy in international marketing.

## **1.2 Topics for written task**

Is not provided by the work programme of the discipline.

## **1.3 Interim checkpoints**

<b>Number</b>	<b>Type</b>	<b>Method of conduct</b>	<b>Topic number</b>
1	Analytic work	By using technical devices and information systems	1-5
2	Analytic work	By using technical devices and information systems	6-11
3	Monitoring	By using technical devices and information systems	1-11

## **1.4 Other assessment objects**

Is not provided by the work programme of the discipline.

## **1.5 Self-study**

<b>Name of self-study</b>	<b>Topic number</b>
Calculations, analyses, graphic and other tasks	1-11
Working with analytical databases, regulatory documents, reference literature	3-5
Lectures and practical classes preparation Calculations, analyses, graphic and other tasks	1-11
Exam preparation	1-11

## 1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

**A grading and rating system** is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
$\leq 54$	failed
55-69	satisfactory
70-84	good
$\geq 85$	excellent

### Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarized.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.