Quality Management System

SYLLABUS

on

“International Management and Marketing”

Area of knowledge: 07 “Management and Administration”
Specialty: 073 “Management”
Specialization: “Management of Foreign Economic Activity”

Semester – 1st

Auditorium Classes – 51 Examination – 1 semester
Self-study – 84

Total (hours/ECTS credits) – 135/4.5

Index HM-6-073-a /16-2.1.2

QMS NAU S 11.02.03-01-2016
The Syllabus on “International Management and Marketing” is based on Educational and Professional Program and Master Curriculum HM-6-073-a/16 for Major 073 “Management” and the specialty “Management of Foreign Economic Activity” and correspondent normative documents.

The Syllabus has been developed by:

associate professor of
the Management of Foreign Economic
Activity of Enterprises Department________________________L. Lytvynenko

associate professor of
the Management of Foreign Economic
Activity of Enterprises Department________________________V. Bilyavskiy

The Syllabus has been discussed and approved by the Department for specialty 073 “Management” and specialization “Management of Foreign Economic Activity” – Management of Foreign Economic Activity of Enterprises Department, Record № _____ of ____________2016.

Head of the Department ____________________________ V. Novak

The Syllabus has been discussed and approved by the Scientific-Methodological-Editorial Board of the Educational and Research Institute of Economics and Management, Record №___ of "____" _______ 2016.

Head of the SMEB ____________________________ O. Borysenko

AGREED
Dean of the Faculty of
Management and Logistics

_____________________ O. Ilyenko

«___» ___________2016

AGREED
Director of the Educational and
Research Institute of Economics
and Management

_____________________ V. Matveev

«___» ___________2016

Director of the Educational
and Research Center
of Advanced Technologies

_____________________ V. Kazak

Document level – 3b
The planned term between the revisions – 1 year

Master copy
1. EXPLANATORY NOTES

Syllabus of the subject “International Management and Marketing” is developed on the basis of the “Guidelines for the development and execution of Syllabus and Course Training Program of subjects”, promulgated by order №37/po3 dated 16.06.15.

The educational subject is theoretical and practical basis of total knowledge and skills that form profile of the specialist in the area of foreign economic activity management.

The aim of teaching the subject is forming theoretical and practical knowledge in the sphere of international management and international marketing activity, essential for achieving commercial goals in international business.

Tasks of studying the educational subject are:
- forming of overall considerations about specifics of international management and international marketing;
- mastering category terms that are used in international management and performing international marketing activity;
- formation of knowledge on theoretical basis of international environmental management and international marketing environment analysis, evaluating its attractiveness for foreign economic activity;
- assimilation of marketing and processing information methods in international activities;
- identifying main components and features of developing marketing policy on international markets, in particular EU markets;
- forms of co-operation of business-partners in the foreign trade markets;
- studying features of organization of communicative politics on international markets;
- revealing features of forming marketing commodity politics on international markets;
- studying features of realization of various international marketing strategies;
- understanding specifics of sale communicative politics on international markets;
- acquisition of skills in forming international marketing politics of enterprise in conditions of deepening European integration processes;
- creation of foundation for using obtained theoretical knowledge in practical activity.

As a result of learning the subject student must:

Know:
- theoretical basis, characteristics and objectives of international management and marketing
- structure of business environment of international management and marketing;
- general company processes and cross-cultural aspects of international business;
- goals and methods of segmenting world markets;
- peculiarities of the commercial policy on international markets, international trade strategy;
- pricing strategies in global markets and especially pricing in fair competition;
- types and sequence of market research in international marketing;
- characteristics and methods of promoting products to overseas markets;
- ways of managing international marketing.

Learning outcomes:
- perform qualified analysis of the international marketing environment and apply modern methods of segmenting international markets in terms of European integration;
- analyze stages of lifecycle and determine competitiveness of products in international markets;
- form an effective international product strategy, modern international pricing strategies;
- create a rational system of international marketing communication, effective use of international product distribution channels;
- analyze and develop optimal organizational structure of firm’s management in the foreign market.

The subject matter of the discipline is structured in a modular manner and consists of two educational modules:

- educational module # 1 “Theoretical and methodological bases of international management and marketing”,
- educational module # 2 “Adaptation of modern European concepts of management and marketing to market conditions of Ukraine”, each of which is logically complete, relatively independent, integral part of the discipline, learning of which provides for module control test and analysis of its carrying out.

The subject “International Management and Marketing” is bases on the knowledge of such subjects as “International Competitiveness Management of Enterprise in the Conditions of European Integration”, “Management of Foreign Economic Activity” and is a basis for learning the following subjects: “Strategic Management of Corporations”, “Negotiations”, “Innovation Management and Entrepreneurship”, “Human Resources Management and others.

2. SUBJECT CONTENT

2.1. Module # 1 “Theoretical and methodological bases of international management and marketing”.

**Topic 2.1.1. Theoretical foundations of international management.**


**Topic 2.1.2. Marketing as a tool of international management.**

Theoretical approaches to the definition of the "international marketing" category. Globalization processes in international trade as a prerequisite for the development of international marketing. Features of international marketing as managerial activity. International marketing development factors. The evolution of international marketing concepts. Stages of international marketing concept formation. Multinational and global marketing. Levels of internationalization of marketing activities: internal marketing, export marketing, transnational marketing, multinational and global marketing. Characteristics of international marketing subjects. The elements of international marketing complex.

**Topic 2.1.3. International marketing environment.**

The concept of international marketing environment, its content and components. Preconditions for formation of the global marketing environment. Structure of international marketing macro and micro environment.

**Topic 2.1.4. International marketing researches.**

Organization of international marketing researches at the enterprise. Sources of information about foreign markets. Types of international marketing researches. International market, international sales and consumer behavior study. The secondary (desk) research of foreign market.
Sources of secondary information. Primary (field) studies of foreign market: methodic of surveys, observations, experiments. Methods of marketing information processing in the international research process. International marketing researches in the Internet.

**Topic 2.1.5. Segmentation and selection of foreign target market.**
Background and goals of international market segmentation. Criteria and strategic approaches to the international market segmenting. Methodic of global survey of national brands. Factors of international market segmentation. Evaluation of distribution of market segments by competing companies.

**Topic 2.1.6. Positioning in the international market.**

**Topic 2.1.7. Models of entering foreign markets by enterprise.**

2.2. Module # 2. “Adaptation of modern European concepts of management and marketing to market conditions of Ukraine”.

**Topic 2.2.1. Product policy on the global and the EU markets.**

**Topic 2.2.2. Branding as a part of international product policy.**

**Topic 2.2.3. Pricing policy in the international marketing system.**

**Topic 2.2.4. International marketing communications: European and international experience.**
Communication policy in the international marketing system. Features of the EU communication policy. Levels of communication in international companies. Elements, process and tools of international marketing communications. Tools for promotion products in foreign markets. Marketing communication strategies of enterprises in the EU market.
International advertising activity. Organization of advertising activity on foreign markets. Organization and carrying out international advertising campaigns. Advertising social responsibility. Features of public relations on markets of the EU and other countries. Selection of target groups in public relations on the international market.

**Topic 2.2.5. Distribution policy in the international marketing system: modern business practices.**


**Topic 2.2.6. Corporate social responsibility in international management and marketing.**

The essence and system of corporate social responsibility. Tools of CSR in the enterprise management. The concept of CSR marketing (corporate social responsibility). Comparative analysis of foreign and domestic experience in corporate social responsibility. Prospects for corporate social responsibility development.

**Topic 2.2.7. Peculiarities of realization of the principles of the EU management and marketing in Ukraine.**

The formation evolution and the current state of the national system of international marketing and management. Comparison of management and marketing concepts used in Ukraine and the EU countries. Problems of integration and adaptation of world experience in performing international marketing activities in Ukraine. Directions in development and improving tools of international marketing activities of Ukrainian companies. Creating strategic benefits and methods of performing marketing activity in the EU countries and other markets. Analysis of the effectiveness of international marketing activities of Ukrainian companies.

### 3. LIST OF REFERENCES

#### 3.1. Basic recommended references


#### 3.2. Additional recommended references


### ARKUSH POZHIRENNYH DOKUMENTA

<table>
<thead>
<tr>
<th>№ прим.</th>
<th>Куди передано (підрозділ)</th>
<th>Дата видачі</th>
<th>П.І.Б. отримувача</th>
<th>Підпис отримувача</th>
<th>Примітки</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ARKUSH OZNAIOMLENNYH Z DOKUMENTOM

<table>
<thead>
<tr>
<th>№ пор.</th>
<th>Прізвище ім'я по-батькові</th>
<th>Підпис ознайомленої особи</th>
<th>Дата ознайомлення</th>
<th>Примітки</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Φ 03.02 – 01)

(Φ 03.02 – 02)
### ARKUSH РЕЄСТРАЦІЇ РЕВІЗІЇ

<table>
<thead>
<tr>
<th>№ пор.</th>
<th>Прізвище ім'я по-батькові</th>
<th>Дата ревізії</th>
<th>Підпис</th>
<th>Висновок щодо адекватності</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ARKUSH ОБЛІКУ ЗМІН

<table>
<thead>
<tr>
<th>№ зміни</th>
<th>№ листа (сторінки)</th>
<th>Підпис особи, яка внесла зміну</th>
<th>Дата внесення зміни</th>
<th>Дата введення зміни</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### УЗГОДЖЕННЯ ЗМІН

<table>
<thead>
<tr>
<th>Підпис</th>
<th>Ініціали, прізвище</th>
<th>Посада</th>
<th>Дата</th>
</tr>
</thead>
<tbody>
<tr>
<td>Розробник</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Узгоджено</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Узгоджено</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Узгоджено</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>