University of Gdańsk

Subject card

Subject name and code	International Marketing , PG_00178146						
Field of study	Economics, International Economic Relations						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master’s studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours	Self-study		SUM
	Number of study hours	30		0.0	0.0		30
Subject objectives	The objective of the course is to complement the implementation of selected learning objectives in terms of knowledge, skills and social competence as provided for Economics and / or International Economic Relations study programmes.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U02] can observe, evaluate and critically analyse the causes and course of processes and phenomena taking place in the open economy; can formulate his/her own opinions on the subject, interpret statistical data and economic indicators necessary in this respect, and also forecast economic processes and phenomena using advanced methods and tools applied in economic sciences	The student is able to obtain data on international markets and analyze the attractiveness of these markets. The appropriate interpretation and presentation of the indicators will be consulted with the course instructor.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	The student is able to interpret indicators describing the attractiveness of foreign markets and, based on this, make a decision regarding international expansion.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONMU2_U01] can creatively interpret and explain economic and social phenomena and relations between them, using acquired knowledge of economics, finance and management sciences	The student is able to interpret indicators describing the attractiveness of foreign markets and, based on this, make a decision regarding international expansion.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[EKONMU2_W05] has an extended knowledge of the human being as a manufacturer and consumer and extended knowledge of the human being as a creator of culture and social structures	The student has knowledge of the buyer segmentation process.	[SW4] test/exam - oral or written
	[EKONMU2_W07] has an in-depth knowledge of economic and financial principles governing the functioning and management of economic entities and organisations, as well as of systems of legal, organisational, professional, moral and ethical norms and rules organising public structures and institutions, both in the national and international spheres	The student knows the mechanisms regulating competition in international markets.	[SW4] test/exam - oral or written
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student knows the mechanisms regulating competition in international markets.	[SW4] test/exam - oral or written
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has knowledge of the buyer segmentation process.	[SW4] test/exam - oral or written
	[EKONMU2_K03] inspires and organises preparation of economic and social projects, following the idea of sustainable development, reconciling legal, economic, ecological, political and social requirements	The student participates in the project work aimed at preparing a foreign expansion plan for the company.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task

Course outcome	Subject outcome	Method of verification
[EKONMU2_U02] can use acquired knowledge to describe and analyse the causes and course of economic and social processes and phenomena, and can formulate his/her own opinions and critically select data and analysis methods based on the achievements of economic and social sciences	The student is able to obtain data on international markets and analyze the attractiveness of these markets. The appropriate interpretation and presentation of the indicators will be consulted with the course instructor.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report
[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student participates in the project work aimed at preparing a foreign expansion plan for the company.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK5] implementation of a problem task

Subject contents

1. Introduction into the International Marketing and Entry Modes
Objectives and program of the course
Literature
Grading Policy
Direct exporting
Direct investment
Strategic alliances
2. Global Segmentation and Positioning
Grouping consumers within countries into homogenous segments
Use of strategically equivalent segments
Use of macro and micro data
Implications for positioning
Tools for forming groups
3. International Marketing Research
Basic problems in international marketing research
Sources of information
Adapting research methods to the international specific
Evaluation of foreign markets attractiveness
4. Pricing
International price setting
International price standardization
Transfer pricing
5. Product Development For Global Markets
Adaptation vs standardization
Concept testing
Influence of the R&D interface
New product development for international markets
6. Distribution strategies
Exclusive distribution
Selective distribution
Intensive distribution
7. Promotion strategies
Pull strategy
Push strategy

Prerequisites and co-requisites

Students must have basic knowledge about marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Project	51.0%	30.0%
Test	51.0%	70.0%

Recommended reading

Basic literature	Philip Kotler, *Marketing*, any edition dated after 1998. Stanley L. Paliwoda, Michael J. Thomas, *International Marketing*, Butterworth Heinemann 1998. P. Cateora, J. Graham, M. Gilly, *International Marketing*, McGraw-Hill 2021.
Supplementary literature	J. Pietrzak, *Relationship between FDI and international trade evidence from Nigeria,* International Business and Global Economy, January 2019
eResources addresses	

Example issues/ example questions/ tasks being completed

Work placement

Not applicable

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