

Subject card

Subject name and code	Marketing for Managers, PG_00187223						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		English		
Semester of study	2		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Sperska				
	Teachers		dr Anna Sperska				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	30.0	0.0	60
	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	60		0.0		15.0	75
Subject objectives	The aim of the course is to develop knowledge and skills in the field of marketing and marketing management in enterprises operating in international markets. Particular emphasis is placed on analysing competition, assessing market potential, selecting marketing strategies, and applying marketing tools to support decision-making in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_K02] is ready to make responsible professional decisions based on available data and information, taking into account their economic, social and ethical consequences in the international environment.	The student is ready to make responsible marketing decisions based on available information about the enterprise and its environment, taking into account their economic, social, and ethical consequences in an international context.	[SK2] presentation/project/paper/report
	[IBMU2_U08] can independently plan and pursue lifelong professional development and support the development of others, particularly in conditions of dynamic changes in the international environment.	The student is able to independently develop knowledge and skills in the field of marketing and apply them to analyze contemporary marketing challenges in a dynamically changing international environment.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBMU2_U07] can coordinate and lead teamwork, including in an international environment, assuming responsibility for the implementation of complex tasks.	The student is able to cooperate within a project team and participate in the preparation and implementation of projects addressing marketing issues faced by enterprises operating in international markets, while taking responsibility for assigned tasks.	[SU2] presentation/project/paper/report
	[IBMU2_W08] knows and understands the areas of operation of a modern enterprise in the international environment as well as the determinants of its activity.	The student knows and understands selected areas of marketing and their significance for the operation of enterprises in international markets, as well as the determinants, principles, and consequences of marketing decisions made in an international environment.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion

Subject contents	CLASSES (30 hours) 1. Fundamentals of International Competition. Introduction (3 hours) a) the nature of international competition b) contemporary determinants of competition in international markets 2. Strategic Business Analysis (3 hours) a) Porter's Five Forces Model b) industry analysis c) SWOT analysis 3. Foreign Market Entry Strategy (3 hours) a) foreign market entry modes b) exporting c) licensing and franchising d) wholly owned subsidiaries 4. Market Segmentation (3 hours) a) market segmentation criteria b) market segment attractiveness and selection c) target groups d) market niche 5. Product Policy (3 hours) a) product mix b) product life cycle c) BCG matrix 6. Brand Strategy and Corporate Identity (3 hours) a) brand building b) strong brand attributes c) brand equity d) brand extension strategies 7. Pricing and Distribution Policy (3 hours) a) basic pricing level b) special pricing offers c) traditional and online distribution channels d) private labels 8. Principles of Marketing Communication (3 hours) a) key communication message b) target audience c) selection of communication media 9. Business Plan (3 hours) a) executive summary b) business plan structure
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	10. Customer Relationship Management (3 hours) a) customer loyalty b) loyalty programmes c) customer loyalty tools PROJECT (30 hours) The project is carried out individually or in teams and focuses on a selected marketing problem of a company operating in an international market. Project topics and expected outcomes will be presented by the instructor at the beginning of the semester. The project involves the application of marketing and strategic analysis tools to evaluate a selected company, product, market, or decision-making problem related to business activities in international markets. Depending on the selected topic, the project may include an analysis of the competitive environment, market segmentation, foreign market entry strategies, marketing activities, brand management, pricing policy, marketing communication, or customer relationship management.														
Prerequisites and co-requisites	Entry requirements none Course Completion Requirements A final course grade may be awarded only upon successful completion of all course components, including classes, and the project. Passing each component is a mandatory requirement for passing the course.														
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Test</td><td>51.0%</td><td>50.0%</td></tr><tr><td>Individual or group project</td><td>51.0%</td><td>20.0%</td></tr><tr><td>Activity during classes</td><td>51.0%</td><td>30.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Test	51.0%	50.0%	Individual or group project	51.0%	20.0%	Activity during classes	51.0%	30.0%
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Activity during classes	51.0%	30.0%													
Recommended reading	Basic literature Supplementary literature eResources addresses	1. P. Doyle, Value Based Marketing, Wiley&Sons, 2009 (earlier editions also possible). 2. P. Kotler,K.L. Keller, A.Chernev, Marketing Management, Pearson 2021 (Any edition dated after 1998). 3. Ch.Fill, Marketing Communications, Prentice Hall 2000 4. G. Albaum, E. Duerr, J. Strandskov, International Marketing and Export Management, Prentice Hall 2005. 5. Hollensen S. (2021 or next editions), <i>Global Marketing</i>, Pearson Selected current scientific articles on international marketing, marketing strategy, consumer behaviour, and brand management indicated by the instructor. J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008.													
Example issues/ example questions/ tasks being completed															

Work placement	Not applicable
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