

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Львівський національний університет імені Івана Франка
Економічний факультет
Кафедра аналітичної та міжнародної економіки

Затверджено

На засіданні кафедри аналітичної та
міжнародної економіки
Економічного факультету
Львівського національного університету
імені Івана Франка
(протокол № ____ від _____ 20__ р.)

Завідувач кафедри _____

**Силабус з навчальної дисципліни «Міжнародний маркетинг
(англійською)»,
що викладається в межах ОПП (ОПН) «Міжнародна економіка»
першого (бакалаврського) рівня вищої освіти для здобувачів з
спеціальності 051 «Економіка»**

Львів 2020 р.

Course name	International marketing (English)
Address of the instructor's residence	Svobody ave. 18, Lviv, Lviv region, 79000
Faculty and department of the instructor	Faculty of Economics, Department of Analytical Economy and International Economics
Specialty	051 «Economics», «International Economics»
Instructor	Ph.D. Hnatyuk R.
Contact information	Instructor's e-mail: rostyslav.hnatyuk@lnu.edu.ua
Advice hours on the course	<p>In order to receive an advice on the course-related matters, a student shall apply for such meeting only in advance. The advice meetings shall be held exclusively online using the necessary means of distant communication (Teams, Zoom, Telegram etc.). To apply for advice meeting and confirm the meeting hours, student shall send an e-mail from their corporate university e-mail to the corporate university e-mail of the instructor at least a couple of days in advance.</p> <p>In case of any course-related questions, the student may also send a message in the public communication channel of the course that has been created in Telegram.</p> <p>Any personal (1 to 1) messages with the use of any kinds of communication channels, except for e-mails, are <u>deemed unwelcome and shall be blocked</u>. It is also asked to refrain from contacting the instructor during the non-working hours.</p>
General course information	This course addresses the modern issue of marketing in global business environment. It is designed to create for students a deep understanding of how international and global marketing really works as well as fuel them with the practical knowledge of real cases in international business in order for them to comprehend the reasons and consequences of problems that many companies experience due to inappropriate marketing policy.
Short course annotation	The «International marketing» course is the finishing obligatory course of the specialty 051 «Economics» for the students of «International Economics», that is taught in the 7 th semester and provides a student with 4 credits (according to the ECTS).
Course goals	The goals of the course are: to master necessary terms and definitions in the international marketing, as well as specific tools used by the marketer in global business; to be able to analyze a country specific characteristics in terms of marketing penetration; to understand thoroughly the product, pricing, distribution and promotion policy components of the companies' overall strategy as well as to be able to compare, suggest and choose the most appropriate ones; to be aware of the main cases of success in the international marketing and main global market players.
References	<p>The main books to be used are:</p> <ol style="list-style-type: none"> 1. P. R. Cateora, J. L. Graham. International Marketing. 18th ed., McGraw-Hill, 2020. 2. J. Johansson. Global Marketing. 4th ed., McGraw-Hill, 2006. 3. S. Hollensen. Global Marketing: a Decision Oriented Approach. 5th ed., Pearson, 2011. <p>During the course, the instructor might provide additional references if necessary.</p>

	The students are encouraged to use high-quality articles in the Internet and Social media that are related to international marketing.
Contact hours	120 academic hours: 32 hours of lectures, 32 hours of practical classes and 56 hours of self-paced studying.
Expected course results	<p>The student is expected to know:</p> <ul style="list-style-type: none"> • the terminology and methods of the international marketing. • modern tendencies and peculiarities of the world market that influence the efficient decision making from a point of view of the international marketing, based on the best cases from the top world companies. • the peculiarities of the international product and price policies as well as promotion and distribution policies. <p>The student is expected to be able to:</p> <ul style="list-style-type: none"> • apply to practice class the principles of price formation, positioning and advertisement in the competitive international environment. • use business English in the process of international marketing decision making. • analyze and recommend, based on the information available, concerning the expediency of foreign market entry.
Key words	International marketing
Course format	Full-time
Chapters	Please see in the course scheme in the end of the syllabus
Final grading	Combined written exam in the end of the semester (tests and open-ended questions).
Prerequisites	To be able to enroll to this course, students are required to have a knowledge of such courses as «Macroeconomics», «Microeconomics», «Marketing», «International Economics», which is enough to understand the terminology related as well as command English on the level not lower than B2 (according to CEFR) to be able to work efficiently with the references, lectures and participate in practical discussions.
Teaching methods applied during the course	<ul style="list-style-type: none"> • Presentations • Lectures • Group assignments • Individual assignments • Discussions • Cases
Equipment necessary	Student is required to have a personal PC or laptop as well as have a stable Internet connection.
Grading	<p>The student receives 100 point over the course. The share of the point distribution is as follows:</p> <ul style="list-style-type: none"> • Practical classes/individual written assignments etc.: 25% of the final mark; the maximum quantity of points received is 25. For any activity over the course of the practical classes the student could receive a mark 1,2,3,4,5, as well as decimal mark (4,25 etc). The formula for calculation of the 25 semester points is as follows: $\text{Point for practical lessons} = \frac{\text{Sum of the marks received}}{\text{Quantity of marks} + \text{Skipped classes}} \times 5$ • Module: 15% of the final mark; the maximum quantity of points received is 15. During the semester, students are expected to pass only one combined type module (tests and open-ended questions). The module includes chapter 1-11

included. The module assignment is provided only once over the course of the semester and cannot be passed after in case of student absence. The instructor shall inform the students on the date and time of the module beforehand.

- **Individual assignment:** 10% of the final mark; the maximum quantity of points received is 10.

Students are expected to work together in a team on a particular case provided. The students will present their work as presentation in English. The presentation duration should be 15 minutes + 5 minutes for the questions to the participants.

The presentation is prepared in ppt or pptx. The team is expected to send the case answers as well as the presentation not later than 7 days before the day of presenting. The answers to the case questions should follow the format: A4, 12, 1.5 spaced, Times New Roman. The answer to 1 question should not exceed 1,5 A4 page.

Individual assignment grading:

1. Sending the case answers and the presentation on time (7 days before the day of presenting) = 2 points.
2. Describing the gist of the case, knowledge of the topic (company and its market), teamwork, time management, concise and structured presentation, understandable and expedient text in the slides etc. = 5 points.
3. Answers to the questions = 3 points.

All the team participants should be presenting some part of the assignment. Absence on the day of presenting = 0 points for the assignment.

- **Exam:** 50% of the final mark; the maximum quantity of points received is 50.

Final grade amounts to 100 points.

Written assignments: It is expected that the students shall carry out a couple of written assignments (essay, case etc.).

Academic honesty: Students' work is expected to be their original research or reasoning. Lack of references to used sources, fabrication of sources, writing off, interference in the work of other students are, but are not limited, examples of possible academic dishonesty. Detection of signs of academic dishonesty in the student's written work is the basis for its rejection by the instructor, regardless of the extent of plagiarism or deception.

References: All the literature that students will not be able to find on their own, shall be provided by the instructors exclusively for educational purposes without the right to transfer it to third parties. Students are also encouraged to use other literature and sources that are not among those recommended.

Grading policy: The grading takes into account the presence in the classroom and the activity of the student during the practical classes; inadmissibility of absences and delays for classes; use of a mobile phone, tablet or other mobile device during classes for non-learning purposes; copying and plagiarism; untimely performance of the task, etc.

No form of violation of academic integrity is tolerated.

	<p>The working language of communication in practical classes and lecture classes is English.</p> <p><u>During practical classes, the student is expected to have full ability to interact in English.</u> Answers in Ukrainian will be accepted, but the mark will be significantly reduced.</p> <p>During lectures, it is possible to interact in Ukrainian in case of need for additional explanations or if the student can not formulate their questions in English.</p>
<p>Attendance policy</p>	<p>Attendance is an important component of learning. It is expected that all students will attend all lectures and practical classes of the course. Students should inform the instructor about the impossibility of attending classes. In any case, students are required to meet all deadlines set for all types of written work provided by the course.</p> <p>The student has the right to miss one practical class per semester, regardless of the reason for absence. In this case, the <u>first</u> class missed by the student will be considered as such that has been the only missed class allowed.</p> <p>The student may work for the next two missed practical classes, in addition to the first missed one, regardless of the reason for the absence. It follows the process below:</p> <ol style="list-style-type: none"> 1. The student sends a request to the corporate mail of the instructor only from his personal corporate mail only with a request to provide questions to work for the missed class. 2. The instructor, within a few days of receiving the request, sends question to the student. 3. The student answers the question in the form of an essay of no more than one A4 page, 12 point, 1.5 spaced, Times New Roman font. The first and second lines of the essay should contain the student's last name and first name, as well as the question asked. 4. The answer is sent in doc. or docx. format to the instructor's corporate e-mail in response to a letter containing question. The answer must be sent by the student <u>not later than the day preceding the next practical class after the missed one.</u> Essays submitted thereafter shall not be accepted. 5. <p>The student receives a grade for his work taking into account all factors - design, logic, content, lack of plagiarism - as soon as the work is processed by the instructor, as a response to a letter with an essay file.</p> <p>If a student does not work for the missed practical class on time or did not do it at all, their absent practical class mark becomes "1" and is taken into account in the student semester performance accordingly.</p> <p>If a student misses more than 3 (three) practical classes per semester, then all subsequent missed classes automatically become graded as "1".</p> <p><u>Such an attitude of the student to attendance shall be considered by the instructor as a sufficient condition to prevent the student from taking the final exam and consider this course to be failed by the student. Therefore, the student shall be automatically submitted to the repeat course program.</u></p>

Exam topics	The exam is based on the chapters that have been taught during the course. The students shall be provided with the tentative list of possible topics to be covered for the exam not later than 2 (two) weeks before the exam.
Questionnaire	Questionnaire shall be provided to the students in the end of the course to evaluate the satisfaction level and seek for potential improvements.

Course scheme

Week	Chapter	Форма діяльності	References
1	1. The Scope and Challenge of International Marketing	Lecture/Practical class	<ul style="list-style-type: none"> • P. R. Cateora, J. L. Graham. «International Marketing» • Presentations • Other references provided
2	2. History and Geography: The Foundations of Culture	Lecture/Self-paced	
3	3. Cultural Dynamics in Assessing Global Markets	Lecture/Practical class	
4	4. Culture, Management Style, and Business Systems	Lecture/Practical class	
5	5. The Political Environment: A Critical Concern	Lecture/Practical class	
6	6. The International Legal Environment: Playing by the Rules	Lecture/Practical class	
7	7. Developing a Global Vision through Marketing Research	Lecture/Practical class	
8	8. Global Marketing Management: Planning and Organization	Lecture/Practical class	
9	9. Products and Services for Consumers	Lecture/Practical class	
10	10. Products and Services for Businesses	Lecture/Self-paced	
11-12	11. International Marketing Channels	Lecture/Practical class	
13-14	12. Integrated Marketing Communications and Advertising	Lecture/Practical class	
15	13. Pricing for International Markets	Lecture/Practical class	

This syllabus is tentative (it can be altered at the discretion of the instructor)