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**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

Corporate marketing at global markets

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing and business

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of the course is to develop students' vision of the differences between global B-2-B and B-2-C markets and to acquire the skills of using marketing tools in doing business with corporate and government clients in conditions of increasing competition in global commodity markets. Special attention is paid to the marketing aspects of decision-making and the creation of new products in the global B-2-B market. The course is supplemented with educational specific situations from the modern practice of Russian and foreign enterprises, allowing to consolidate the acquired skills

The main objectives of the discipline are:

- the study of theoretical and practical aspects of modern concepts of Corporate marketing in global markets;
- familiarization with the features and problems of the development of the B-2-B and B-2-C markets in the context of the globalization of the world economy;
- development of analytical, system and communication skills for students to conduct successful activities in the global B-2-B and I-2-C markets in a rapidly changing global marketing environment;
- development of students' creative approach to the problems of developing and promoting new products on the global market B-2-C and B-2-B.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Corporate marketing at global markets" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-5;	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1 Interprets the history of Russia in the context of world historical development UC-5.2 Finds and uses in social and professional communication information about cultural characteristics and traditions of various social groups UC-5.3 Takes into account, in social and professional communication on a given topic, the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings UC-5.4 Collects information on a given topic, taking into account ethnic groups and confessions most widely represented at the points of research UC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions UC-5.6 Adheres to the principles of non-

Code	Competence	Competence achievement indicators (within this course)
		discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Corporate marketing at global markets" refers to the variable component formed by the participants of the educational relations of the block Б1.О.02.04 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Corporate marketing at global markets".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
UC-5;	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Strategic Analysis Marketing management in international companies Managerial Decision Making Consumer behaviour	R&D practice
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Strategic Analysis Marketing management in international companies Managerial Decision Making	R&D practice

* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Corporate marketing at global markets" is 2 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
				3	
<i>Contact academic hours</i>	72			72	
Lectures LTR					
Lab works LW					
Seminars SS	36			36	
<i>Self-study, academic hours</i>	36			36	
<i>Evaluation and assessment</i>					
Course workload	academic hours	72		72	
	credits	2		2	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course topics	Course part topics	Work type
Topic 1. Introduction to GCM	The structure of the GCM course. Definition of GCM. The essence, goals, objectives and principles of the GCM.	LTR
Topic 2. Factors influencing organizational behavior and markets in GCM.	International marketing and globalization. The growth of global protectionism. Strengthening the role of TNCs. Harmonization of world standards. The impact of the latest information technologies and electronic communications on the development of international marketing activities. International marketing and the global economic crisis. The position of TNCs in the global economy. Assessment of the impact of TNCs on the development of the international market.	LTR, SS
Topic 3. Marketing research in GCM.	Strategic decisions and global goals of TNCs in international marketing. The value of affiliated companies. Information system in the GCM. Structure, content and sources of international marketing information. Goals and meth-	LTR, SS

Course topics	Course part topics	Work type
	<p>ods of international marketing research. Technology of international marketing research. Types of marketing research. The choice of performers depends on the type of research. Methods of processing marketing information. International marketing research on the Internet.</p>	
<p>Topic 4. Management decisions in B2B companies.</p>	<p>The concept of a management decision. Types of management decisions. Classification of management decisions. Efficiency of management decisions. The unit responsible for decision-making (DMU-Decision-Making Unit) is the Purchasing Center (TBC).</p>	<p>LTR, SS</p>
<p>Topic 5. Products and the formation of added value of GCR products.</p>	<p>The role of the product in the GCM. Features of the global commodity policy. Systematization of factors determining the development of global trade policy. Requirements for a global product. Features of the formation of a global assortment. Quality management of global goods and services.</p>	<p>LTR, SS</p>
<p>Topic 6. Market formation for a new global product.</p>	<p>Factors of the economic and financial environment in international marketing. Regional economic unions: their impact on the international marketing activities of companies. Foreign currencies and international marketing activities. The importance of international financial and economic organizations for the regulation of international economic relations.</p>	<p>LTR, SS</p>
<p>Topic 7. Strategic planning in GCM.</p>	<p>Economic evaluation of the effectiveness of the company's international marketing activities. The importance of organizing the company's international marketing activities. International marketing management. Stages of international strategic planning. Comparative characteristics of national and international strategic marketing planning. The main sections of the marketing plan when the company enters foreign markets.</p>	<p>LTR, SS</p>
<p>Topic 8. Pricing strategy in GCM.</p>	<p>International marketing control. The value of price in international marketing. The concept of the world price. The main types of world prices and their features. Pricing factors in foreign markets. The mechanism and stages of the formation</p>	<p>LTR, SS</p>

Course topics	Course part topics	Work type
	of the export price. Pricing strategies in international markets. Problems of price discrimination. Features of TNK pricing policy.	
Topic 9. Procurement and industrial distribution strategy in GCM.	Organization of distribution channels and promotion of goods in international marketing. The main types of sales structures. Own sales bodies. Third-party sales organizations. Sales organizations abroad. Criteria for the selection of channels for the distribution of goods in foreign markets. The importance of international logistics. Problems of unlicensed trade in international marketing.	LTR, SS

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a) basic literature

1. Diana Olegovna Yampolskaya. Marketing analysis: technology and methods of conducting [Text] : Textbook and workshop for undergraduate and graduate studies / D.O. Yampolskaya, A.I. Pilipenko. - 2nd ed., reprint. and additional - M. : Yurayt , 2018. - 268 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-06305-9 : 659.00.
 2. Rebrova, N. P. Strategic Marketing : textbook and workshop for undergraduate and graduate studies / N. P. Rebrova. — Moscow : Yurayt Publishing House, 2018. — 186 p. — (Series : Bachelor and Master. Academic course). — ISBN 978-5-9916-9092-8.
 3. Chernysheva Anna Mikhailovna. Industrial (B2B) marketing [Text] : Textbook and workshop for undergraduate and graduate studies / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2018. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.
- The link is available through the student's personal account on the website of the Scientific Library Center
<http://lib.rudn.ru/MegaPro/Web/SearchResult/ToPage/1>

B) Additional literature

1. Didenko Nikolay Ivanovich. International marketing. Fundamentals of theory [Text] : Textbook for undergraduate and graduate studies / Didenko N. I., Skripnyuk D. F. - M. : Yurayt, 2019. - 153 p. - ISBN: 978-5-9916-9799-6..
2. Belenov O.N., Workshop on International Marketing [Electronic resource] / O.N. Belenov - M. : FLINT, 2017. - 222 p. (Economics and Management Series) - ISBN 978-5-9765-0107-2 - Access mode: <http://www.studentlibrary.ru/book/ISBN9785976501072.html>
3. Rast R., Strategic marketing [Electronic resource] / Rast R., Murman K., Bhalla G.; Translated from English - M. : Alpina Publisher, 2016. - 224 p. (Series "Harvard Business Review: 10 Best Articles") - ISBN 978-5-9614-5894-7 - Access mode: <http://www.studentlibrary.ru/book/ISBN9785961458947.html>.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN
RSL Dissertations Access mode: <https://dvs.rsl.ru/?>
BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>
Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>
East View. Collection "Statistical publications of Russia and CIS countries"
Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode:<http://academic.lexisnexis.eu>
Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Corporate marketing at global markets" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Corporate marketing at global markets" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Andronova I.V.

Signature

Full name

**Head of department:
Marketing dept head**

A.M. Zobov.

Signature

Full name

Appendix to the Work program of the discipline " Corporate marketing at global markets"

APPROVED
At the meeting of the Department of Marketing
" _____ " _____ 2022, Protocol no. ____
Head of the Marketing Department
_____ Zobov A.M.

**EVALUATION TASK FUND
FOR THE COURSE**

Corporate marketing at global markets
(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing and business
(name of the training profile)

Master

Qualification (degree) of the graduate

Passport of the fund of evaluation funds for the discipline Corporate marketing at global markets

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing and business

Summary evaluation table of the discipline Corporate marketing at global markets

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
UC-5; PC-5	Topic 1. Introduction to GCM			2					3		9	9
UC-5; PC-5	Topic 2. Factors influencing organizational behavior and markets in GCM.			2					3		9	9
UC-5; PC-5	Topic 3. Marketing research in GCM.			2					3		9	9
UC-5; PC-5	Topic 4. Management decisions in B2B companies.			2					3		9	9
	Topic 5. Products and the formation of added value of GCR products.			2			5		6		18	18
	Topic 6. Market formation for a new global product.			2		5			6	4	17	17
UC-5; PC-5	Topic 7. Strategic planning in GCM.			2	5	5	5		6	4	18	18
	Topic 8. Pricing strategy in GCM.			2	5	5			6		18	18
	Topic 9. Procurement and industrial distribution strategy in GCM.			1					3	4	8	8
	Evaluation		10								10	20
	Total		10	10	10	15	10		27	8	10	100

Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed,

most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN