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ФИО: Ястребов Олег Александрович  
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**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
(RUDN University)**

**Department of National economy**

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## **COURSE SYLLABUS**

**INTERNATIONAL MARKETING**

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**Recommended by MSSN for the field:**

**38.04.01 «Economy»**

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The course instruction is implemented within the professional education programme of higher education

**«International Business»**

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**2023 г.**

## 1. THE COURSE GOALS

The purpose of the discipline "INTERNATIONAL MARKETING" is the development of modern principles and methods for substantiating the effectiveness of investment projects and the design of project documentation. To do this, it is planned to solve the following tasks:

- familiarization of students with the concept of investment and criteria for the effectiveness of investment activities;
- to consider methods of modeling investment projects and calculation of key performance indicators;
- to show the methods of optimization of the company's investment portfolios;
- to consider the procedure for the development of standard investment documents, to show the goals and features of their creation;
- practical development of applied software for financial and economic calculations

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "INTERNATIONAL MARKETING " is aimed at developing the following competencies (parts of competencies):

*Table 2.1. The list of competencies formed by students in the mastering the COURSE*

Competence 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	<p>UC-5.2. Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication;</p> <p>UC-5.3. Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic;</p> <p>UC-5.4. Collects information on a given topic, taking into account the ethnicities and confessions most widely represented at the points of the study;</p> <p>UC-5.5. Substantiates the specifics of project and team activities with representatives of other ethnicities and (or) confessions;</p> <p>UC-5.6. Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill</p>

Competence code	Competence	Competence achievement indicators (within this course)
		professional tasks and strengthen social integration.
GPC-1	Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems.	<p>GPC-1.1. Has fundamental knowledge in the field of economics.</p> <p>GPC- 1.2. Able to use fundamental knowledge to solve applied and/or research problems.</p> <p>GPC- 1.3. Has the skills to choose methods for solving practical and research problems based on fundamental economic knowledge.</p>
GPC - 4	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.	<p>GPC- 4.1. Develops organizational and managerial decisions in professional activity.</p> <p>GPC- 4.2 Has the skills of reasoned persuasion in support of the proposed financial, economic, organizational and managerial decisions.</p> <p>GPC- 4.3. Controls the results of the implementation of financial, economic, organizational and managerial decisions.</p>
PC-1	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole	<p>PC 1.1. Able to prepare analytical materials for the evaluation of economic policy measures and strategic decision-making at the micro and macro levels;</p> <p>PC 1.2. Able to analyze and use various sources of information for economic calculations</p> <p>PC 1.3 Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and the economy as a whole;</p>
PC-2	Able to develop design solutions, strategies for the behavior of economic agents and evaluate their effectiveness	<p>PC-2.1 Able to independently prepare assignments and develop design solutions taking into account the uncertainty factor, as well as proposals and measures for the implementation of developed projects and programs;</p> <p>PC-2.2. Able to evaluate the effectiveness of projects taking into account the uncertainty factor</p> <p>PC-2.3 Able to develop strategies for the behavior of economic agents in various markets.</p>

Competence code	Competence	Competence achievement indicators (within this course)
PC-3	Able to independently carry out research activities and critically evaluate the results obtained	PC-3.1 Able to generalize and critically evaluate the results obtained by domestic and foreign researchers, identify promising areas, and draw up a research program; PC-3.2 Able to substantiate the relevance, theoretical and practical significance of the chosen topic of scientific research; PC-3.3 Able to conduct independent research in accordance with the developed program and present the results to the scientific community in the form of an article or report

### 3. Course in Higher Education Program Structure

The Course "INTERNATIONAL MARKETING" refers to the Variable Disciplines formed by the participants in the educational relations of the block Higher Education Program Structure

As part of the Higher Education Program Structure, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the Course "INTERNATIONAL MARKETING".

*Table 3.1. The list of components of the Higher Education Program Structure that contribute to the achievement of the planned results of mastering the Course*

Competence code	Competence	Previous Disciplines (Modules) *	Subsequent Disciplines (Modules)*
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction		Management of sustainable business development Business' evaluation and company's cost management
GPC-1	Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems.		
GPC - 4	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.		
PC-1.	Able to analyze and forecast the main socio-economic indicators of the enterprise, industry, region and the economy as a whole		Corporate governance Business' evaluation and company's cost management Doing business in Russia
PC-2.	Able to develop design solutions, strategies for the behavior of economic agents and		Corporate governance Corporate Security Doing business in Russia

<b>Competence code</b>	<b>Competence</b>	<b>Previous Disciplines (Modules) *</b>	<b>Subsequent Disciplines (Modules)*</b>
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction		Management of sustainable business development Business' evaluation and company's cost management
GPC-1	Able to apply knowledge (at an advanced level) of fundamental economics in solving practical and/or research problems.		
GPC - 4	Able to make economically and financially sound organizational and managerial decisions in his professional activity and be responsible for them.		
	evaluate their effectiveness.		
PC-3.	Able to independently carry out research activities and critically evaluate the results obtained		Corporate governance Business' evaluation and company's cost management Doing business in Russia

\* - filled in in accordance with the matrix of competencies

#### 4. Course Workload and Academic Activities

Course Workload and Academic Activities 4 credits.

*Table 4.1. Types of academic activities during the period of the HE program mastering*

<b>Types of academic activities during the period of the HE program mastering</b>	<b>Course workload, academic hours</b>	<b>Semesters</b>			
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
<i>Contact academic hours</i>	36			36	
Lectures	18			18	
Seminars	36			36	
<i>Self-study, academic hours</i>	54			54	
<i>Evaluation and assessment</i>	36			36	
<b>Course workload</b>	academic hours	<b>144</b>		<b>144</b>	
	credits	<b>4</b>		<b>4</b>	

#### 5. CONTENT OF THE DISCIPLINE

*Table 5.1. The content of the course (module) by type of educational work*

Name of the course module	Contents of the module (topic)	Types of academic activities
Module 1 INTERNATIONAL MARKETING	Topic 1.1. A model of a competitive market	lectures, seminars
	Topic 1.2. Consumer and producer surplus	lectures,seminars
	Topic 1.3. Price control and quotas	lectures, seminars
	Topic 1.4. Elasticity	lectures, seminars
Module 2. Advertising	Topic Advertizing	lectures, seminars
Module 3. Basics of international marketing	Topic 3.1 Perfect competition	Lectures,seminars
	Topic 3.2 Monopoly	lectures, seminars
	Topic 3.3 Oligopoly	Lectures,seminars
	Topic 3.2 Monopolistic competition	lectures, seminars

## 6. Classroom Equipment and Technology Support Requirements

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Lecture	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection..	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Seminars	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype
Self-studies	Classroom, equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Laptop, projector, board, screen Software: Microsoft Windows, MS Office / Office 365, MS Teams, Chrome (latest stable release), Skype

## 7. Recommended Sources for Course Studies

### 1. Main reading(sources)

Paul Krugman, Robin Wells ECONOMICS, Princeton University, Worth Publishers, 2013. Electronic file from open Internet sources:

[https://matermiddlehigh.enschool.org/ourpages/auto/2015/8/25/54609372/Krugman\\_s%20Economics%20for%20AP.pdf](https://matermiddlehigh.enschool.org/ourpages/auto/2015/8/25/54609372/Krugman_s%20Economics%20for%20AP.pdf)

<https://openstax.org/details/books/principles-macroeconomics-ap-courses-2e>

## 2. Optional reading(sources)

Libby Rittenberg and Tim Tregarthen. INTERNATIONAL MARKETING .

Pdf file. URL:

[https://ocw.mit.edu/ans7870/14/14.01SC/MIT14\\_01SCF11\\_rtext.pdf](https://ocw.mit.edu/ans7870/14/14.01SC/MIT14_01SCF11_rtext.pdf)

• Electronic libraries with access for RUDN students. Databases and search engines

- RUDN Electronic Library System - RUDN EBS <http://lib.rudn.ru/MegaPro/Web>
- ELS "University Library Online" <http://www.biblioclub.ru>
- EBS Yurayt <http://www.biblio-online.ru>
- ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Lan" <http://e.lanbook.com/>

### 2. Databases and search engines:

- electronic fund of legal and normative-technical documentation  
<http://docs.cntd.ru/>

- Yandex search engine <https://www.yandex.ru/>

- Google search engine <https://www.google.ru/>

- abstract database SCOPUS <http://www.elsevierscience.ru/products/scopus/>-

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

1. *A course of lectures on the discipline " INTERNATIONAL MARKETING "*.

2. *Homework assignments*

\* - *all educational and methodological materials for independent work of students are placed in accordance with the current procedure on the page of the discipline in TUIS!*

<https://esystem.rudn.ru/course/index.php?categoryid=833>


## 8. EVALUATION MATERIALS AND SCORE-RATING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCES IN THE COURSE

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competences) based on the results of mastering the discipline " INTERNATIONAL MARKETING " are presented in the Appendix to this Work Program of the discipline.

\* - OM and BRS are formed on the basis of the requirements of the relevant local normative act of the Peoples' Friendship University of Russia.

Senior lecturer of the Department

National Economy

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E.A. Egorycheva

Associate Professor of the Department

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Program Supervisor

R.O. Voskerichyan

Head of the Department of

\_\_\_\_\_ 

National Economy, Professor

Y.N. Moseykin