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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**

**International marketing**

(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 aim of the course "International Marketing" is to look a study of modern approaches to the development and functioning of organizations in foreign markets that improve the efficiency of enterprises. The course material allows future marketing professionals to freely navigate in the peculiarities of company operations on the global market...

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "International marketing " 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)
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	PC-1.1 Knows the goals, stages and procedures for conducting marketing research PC-1.2 Able to work with digital data, assess its sources and relevance PC-1.3 Knows how to evaluate the economic and social effectiveness of marketing research PC-1.4 Knows the principles of interpreting the results of scientific research in professional activities
PC-6	Able to manage the marketing activities of an international company	PC-6.1 Knows the specifics of working with various international marketing tools PC-6.2 Knows the basics of international sales, international marketing communication PC-6.3 Knows how to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4 Knows how to analyze the actions of international partner companies PC-6.5 Possesses the analytical, systems and communication skills to be successful in a rapidly changing international marketing environment PC-6.6 Possesses the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company

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

The discipline "International marketing " refers to the variable component formed by the participants of the educational relations of the block B1 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 "International marketing ".

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
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	Marketing Metrics Marketing management in international companies Strategic Analysis	
PC-1;	Able to conduct marketing research, taking into account the influence of the international marketing environment using the tools of a modified marketing mix corresponding to the latest global trends	Management Research Methodology Strategic Analysis	
PC-6	Able to manage the marketing activities of an international company	Consumer behaviour Strategic Analysis	
		Strategic Analysis	

\* - 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 "International marketing " is 3 credits.

Таблица 4.1. Виды учебной работы по периодам освоения EP HE для **ОЧНОЙ** формы обучения

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>	108			108	
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)	36			36	
<i>Самостоятельная работа обучающихся, ак.ч.</i>	45			45	
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>	27			27	
<b>Общая трудоемкость дисциплины</b>	ак.ч.	<b>108</b>		<b>108</b>	
	зач.ед.	<b>3</b>		<b>3</b>	

Таблица 4.2. Виды учебной работы по периодам освоения ЕР НЕ для **ОЧНО-ЗАОЧНОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
<i>Самостоятельная работа обучающихся, ак.ч.</i>					
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>					
<b>Общая трудоемкость дисциплины</b>	ак.ч.				
	зач.ед.				

\* - заполняется в случае реализации программы в очно-заочной форме

Таблица 4.3. Виды учебной работы по периодам освоения ЕР НЕ для **ЗАОЧНОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
<i>Самостоятельная работа обучающихся, ак.ч.</i>					
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>					
<b>Общая трудоемкость дисциплины</b>	ак.ч.				
	зач.ед.				

\* - заполняется в случае реализации программы в заочной форме

## 5. COURSE CONTENT

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

Course part topics	Work type
Topic 1. The essence and concept of international marketing	LTR

<b>Course part topics</b>	<b>Work type</b>
<p>The importance of international marketing. The essence of the concept of "international marketing". Principles and methods of international marketing, target orientation on complexity in international marketing, types of international business activity. The advantages of a foreign market. Characteristics of the main stages of the transition to international marketing: traditional exports, export marketing, international marketing, global marketing. Features of marketing in foreign markets. The nature of the basic motives, reasons and stages of internationalization of the firm. Comparative characteristics of multinational and global companies. The main provisions of the transition from international to global status. The activities of transnational corporations (TNCs). Styles of the behavior of firms in the international market</p>	
<p>Topic 2. International, macro and micro-environment of the company Controlled and uncontrolled factors of the international market, the mechanism of their influence on activity of firm. The characteristics of the economic, political and legal environments of international business. Their relationship. The types and characteristics of barriers to market entry. Culture, its place in international marketing, the composition of the cultural environment. World market organizations. The world market producers</p>	LTR, SS
<p>Topic 3. Marketing research in global markets. The choice of the foreign market.  Marketing research in global markets. The composition and content of the project of marketing research. The validity and reliability studies of the external market. The main problems encountered when conducting the research. The definition of the objectives of the study the international market. The types, significance and sources of information in the market research, the sequence of gathering and processing information for conducting marketing research.  Characteristics of research methods the international market: Desk study, field research, consumer and industrial research. Features of the segmentation external market. Four-stage model of market selection. Marketing analysis of product-country. Ways of as-</p>	LTR, SS

<b>Course part topics</b>	<b>Work type</b>
<p>sessing the attractiveness of various international markets. Assessment of the competitiveness of the firm. A comprehensive assessment of the competitive position of the company. Purchasing behavior in foreign markets. The order of the choice of competitive strategy. The choice of strategy in the implementation of the product abroad</p>	
<p>Topic 4. Ways of entering foreign market.  The process of selecting the method of entering the foreign market. Characteristics of strategies of entering international markets. The essence of the main forms of participation of enterprises in international markets: exporting, licensing and franchising, joint ventures, strategic alliances and private branches. Their advantages and disadvantages. Particular forms and means of technology transfer. The types of international cooperation in the field of innovative entrepreneurship.  The essence of the factors contributing to a favorable business climate, their impact. Foreign direct investment as an instrument of competition in international markets. The essence and the main types of free economic zones. Forecasting potential foreign markets. The types of joint ventures, the main aspects of the search for a partner. Risks of joint activities, common mistakes, risk management in the joint activities</p>	LTR, SS
<p>Topic 5. License in international business. Franchising  The essence of the concepts "license agreement", "patent", "franchising", "know-how", the "contract manufacturing", "management by contract", "joint ownership enterprises", etc. features of licensing of trade in international business. The types of technology transfer. The specifics of the calculations in transactions with licenses. Features market penetration through licensing. Meaning of franchising, advantages and disadvantages. The experience of foreign countries.  The types of franchising, the comparative characteristics of each species, the benefits of franchisor and franchisee. The main types of franchising</p>	LTR, SS
<p>Topic 6. The distribution system in international marketing.  The relationship aspects of General management and international product strategies. The essence and definition of the competitiveness of the product. The scheme of evaluation of the competitiveness of the product. The conditions of application of different</p>	LTR, SS

<b>Course part topics</b>	<b>Work type</b>
variants of modification of the product for the foreign market. Scheme of the strategy to develop an international strategic product. Features of the organization of the distribution of goods on international markets and commercial networks, the overall structure of distribution channel in international marketing.	
Topic 7. Pricing in international marketing Causes of price volatility in international markets. The multiplicity of prices. The essence of the factors influencing the price level. Characteristics of the process in the development of pricing policy of the enterprise on the foreign market. Features of establishing export prices. Varieties of prices. The sequence of setting prices for export products. The characteristics of different methods of calculating export current prices. The procedure for calculating the export price of the product. The procedure for calculating the various types of customs payments and duties.	LTR, SS
Topic 8. Marketing strategy in foreign markets. The globalization of the economy and the strategy of international development. Types of marketing plans, their content and interrelationship. Different structures of the international departments. The order of registration of commercial operations in foreign trade activities. Principal transactions in international markets. Scheme of export and re-export transactions and leasing transactions. Determining the causes and level of risk in international business, risk management in foreign trade activities. The order of calculations of the effect of the enterprise activities on the external market as well as export and import.	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*

<b>Audience type</b>	<b>Equipping the audience</b>	<b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>
Lecture hall	An auditorium for conducting lecture-type	Multimedia Projector Casio

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
	classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	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

### *Primary literature:*

1. Global Marketing Management, Keegan W.J. Prentice Hall, 2013
2. Marketing Management, P. Kotler, Prentice Hall, 2011
3. Marketing Strategies: a twenty first century approach, Ranchhod A., Prentice Hall, 2004

### *Additional literature:*

4. Even More Offensive Marketing – An Exhilarating Action Guide to Winning in Business, Davidson J.H., Penguin Business, 2000
5. International Marketing Strategy, Isobel Doole, Cengage Learning EMEA, 2012.
6. Marketing Across Cultures, Jean-Claude Usunier, Pearson, 2013

*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](http://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](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

*Information and reference portals:*

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://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 "International marketing " is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

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

## **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 "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 regulatory act of the RUDN.

### **РАЗРАБОТЧИКИ:**

**Доцент, каф. Маркетинга**

Должность, БУП

**Ямпольская Д.О.**

Подпись

Фамилия И.О.

### **РУКОВОДИТЕЛЬ БУП:**

**Декан Экономического факультета**

Наименование БУП

**Мосейкин Ю.Н.**

Подпись

Фамилия И.О.

### **РУКОВОДИТЕЛЬ ЕР НЕ:**

**Зав. каф. Маркетинга**

Должность, БУП

**Зобов А.М.**

Подпись

Фамилия И.О.

Appendix to the Work program of the discipline  
"Marketing metrics (effectiveness of marketing  
projects)"

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**

**International marketing**

(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

## Паспорт фонда оценочных средств по дисциплине **International marketing**

Направление / Специальность: 38.04.02. «Менеджмент»

Специализация Международный маркетинг

### Сводная оценочная таблица дисциплины **International marketing**

Код контролируемой компетен.	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)									Баллы темы	
		Аудиторная работа					Самостоятельная работа					Экзамен /зачет
		Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект	Доклад/сообщение		
GPC-2; PC-1; PC-6	Topic 1. The essence and concept of international marketing			1							1	1
	Topic 2. International, macro and micro-environment of the company			1			5		3		9	9
	Topic 3. Marketing research in global markets. The choice of the foreign market.			1					3	4	8	8
GPC-2; PC-1; PC-6	Topic 4. Ways of entering foreign market			1			5		3		9	9
	Topic 5. License in international business. Franchising			1	5				3		9	9
	Topic 6. The distribution system in international marketing			1					3	4	8	8
GPC-2; PC-1; PC-6	Topic 7. Pricing in international marketing			1		5			3		9	9
	Topic 8. Marketing strategy in foreign markets			1		5			3		9	9
	Topic 1. The essence and concept of international marketing			2	5	5			6		18	18
	<b>Контроль</b>		10								10	20
	<b>Итого</b>		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