

Документ подписан простой электронной подписью  
Информация о владельце:  
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Должность: Ректор  
Дата подписания: 01.06.2023 10:43:02  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution for Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
(RUDN University)  
Faculty of Economics**

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## **COURSE SYLLABUS**

### **International Corporate Marketing Strategies**

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(name of discipline/module)

**Recommended by the Didactic Council for the Education Field of  
38.04.01 Economics**

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(code and name of the direction of training/specialty)

**The development of the discipline is carried out within the framework of the  
implementation of the main professional educational program of higher education:**

**International trade**

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(name (profile/specialization))

## 1. COURSE GOALS

The main objective of this course is a general overview of the main directions of development of international marketing strategies, including strategic marketing concepts, tools and techniques, as well as the formation of a system of knowledge in the field of marketing, relevant competencies that allow you to successfully work in the marketing services of international companies in various business areas.

The course examines the marketing issues faced by international companies caused by the complexity of their cross-border activities. A rapidly changing world is becoming a more challenging place to work, so it's important to empower students to introduce them to hands-on experiences to identify the marketing benefits of global business opportunities.

The course has an emphasis on the development of students' analytical, critical problem-solving skills, through the use of the following educational technologies: problem-based discussions, interactive lectures and case studies. Students have the opportunity to develop their own course project as part of a team. Joint teamwork will benefit through the additional experience provided by students of various undergraduate educational programs, which will enhance the results of knowledge of the practical basics of marketing and provide valuable experience of an interdisciplinary approach.

## 2. LEARNING OUTCOMES

Studying the discipline "World experience in the implementation of management information systems" is aimed at the formation of the following competencies (part of the competencies) among students:

*Table 2.1. The list of competencies formed in students when studying the discipline (results of mastering the discipline)*

<b>Competence code</b>	<b>Competence</b>	<b>Competence indicators</b> (within the framework of this discipline)
GC-1	Able to carry out search, critical analysis of problem situations on the basis of a systematic approach, to develop an action strategy	GC-1.1. Analyzes the task, highlighting its basic components
		GC-1.2. Defines and ranks the information required to solve the task
		GC-1.3. Searches for information to solve the problem on various types of requests
		GC-1.4. Offers options for solving the problem, analyzes the possible consequences of their use
		GC-1.5. Analyzes ways to solve the problems of ideological, moral and personal character on the basis of the use of the main philosophical ideas and categories in their historical development and socio-cultural context
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in	GC-7.1. Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as with the help of algorithms when working with data received from various sources in order to effectively use the information received to solve problems

<b>Competence code</b>	<b>Competence</b>	<b>Competence indicators</b> (within the framework of this discipline)
	the digital economy and modern corporate information culture	GC-7.2. Evaluates information, its reliability, builds logical conclusions on the basis of incoming information and data
SPC-1	Able to apply knowledge (at an advanced level) of fundamental economic science in solving practical and / or research problems	SPC-1.1. Has fundamental knowledge in the field of economic science
		SPC-1.2. Able to use fundamental knowledge to solve applied and / or research problems
		SPC-1.3. Has the skills to choose methods for solving practical and research problems based on fundamental economic knowledge
SPC-3	Able to generalize and critically evaluate scientific research in economics	SPC-3.1. Develops a program of applied and / or fundamental research in the field of economics based on the assessment and generalization of the results of scientific research conducted by other authors
		SPC-3.2. Prepares an analytical note on the results of applied and / or fundamental research in the field of economics
		SPC-3.3. Summarizes conclusions, prepares a conclusion and formulates recommendations on the results of applied and / or fundamental research in the field of economics
SPC-5	Able to use modern information technologies and software tools in solving professional problems	SPC-5.1 Knows modern information technologies and software tools used in solving professional problems
		SPC-5.2 Is able to choose the most effective ones among modern information technologies and software tools for solving professional problems
		SPC-5.3 Has full skills in solving standard tasks of professional activity using information technologies and software tools
PC-1	Able to conduct independent research in accordance with the developed program and on their basis to prepare analytical materials for the evaluation of activities in the field of economic policy and strategic decision-making at the micro and macro levels	PC-1.1. Able to present the results of an independent study in the form of an article or a report at scientific conferences
		PC-1.2. Capable of Conducting Analytical Studies to Evaluate Economic Policy Interventions
		PC-1.3. Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and economy as a whole
		PC-1.4. Able to make strategic decisions at the micro and macro levels on the basis of independent research
PC-2	Able to present the results of an independent study in the form of an article or a report at scientific conferences	PC-2.1. Able to conduct analytical studies to assess economic policy measures
		PC-2.2. Able to make a forecast of the main socio-economic indicators of the enterprise, industry, region and economy as a whole

<b>Competence code</b>	<b>Competence</b>	<b>Competence indicators</b> (within the framework of this discipline)
		PC-2.3. Able to make strategic decisions at the micro and macro levels on the basis of independent research

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "International Corporate Marketing Strategies" refers to the variable part of block B1 of the Education Program.

Within the framework of the Education Program, students also master other disciplines and / or practices that contribute to the achievement of the planned results of mastering the discipline "International Corporate Marketing Strategies".

*Table 3.1. List of Higher Education Program (me) components / disciplines that contribute to expected learning/training outcomes*

<b>Code</b>	<b>Competence</b>	<b>Previous disciplines/modules, practices*</b>	<b>Subsequent disciplines/modules, practices*</b>
GC-1	Able to carry out search, critical analysis of problem situations based on a systematic approach, to develop an action strategy	Legal regulation of economic and foreign economic activity International Finance	International Labour Market and Migration Theory and Practice of International Business Communication International monetary and credit relations International trade Customs and tariff regulation Conjuncture of world markets for goods and services International statistical databases (advanced level) The EU in international trade World experience in the implementation of management information systems International Transport Logistics Currency regulation and currency control in foreign economic activity Transnational business International activities of commercial banks
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture	Legal regulation of economic and foreign economic activity International Finance	International monetary and credit relations International trade Customs and tariff regulation Conjuncture of world markets for goods and services Organization of international procurement International statistical databases (advanced level) The EU in international trade World experience in the implementation of management information systems

<b>Code</b>	<b>Competence</b>	<b>Previous disciplines/modules, practices*</b>	<b>Subsequent disciplines/modules, practices*</b>
			International Corporate Marketing Strategies International Transport Logistics Project management Currency regulation and currency control in foreign economic activity Transnational business International activities of commercial banks
SPC-1	Able to apply knowledge (at an advanced level) of fundamental economic science in solving practical and / or research problems	Microeconomics (Advanced Course) International Finance International Economics International Labour Market and Migration International monetary and credit relations International trade	
SPC-3	Able to generalize and critically evaluate scientific research in economics	Microeconomics (Advanced Course) Macroeconomics (advanced course) International Finance International Economics	International Labour Market and Migration International monetary and credit relations International trade Conjuncture of world markets for goods and services Organization of international procurement
SPC-5	Able to use modern information technologies and software tools in solving professional problems	Econometrics (advanced course) Professional foreign language International finance International Economics International Labor Market and Migration;	International monetary and credit relations International trade Conjuncture of world markets for goods and services;
PC-1	Able to conduct independent research in accordance with the developed program and on their basis to prepare analytical materials for the evaluation of activities in the field of economic policy and strategic decision-making at the micro and macro levels	Legal regulation of economic and foreign economic activity International Finance	International Labour Market and Migration Theory and Practice of International Business Communication International monetary and credit relations International trade Customs and tariff regulation Conjuncture of world markets for goods and services International Corporate Marketing Strategies Currency regulation and currency control in foreign economic activity Transnational business International activities of commercial banks International Commerce: Efficiency of Trade Transactions
PC-2	Able to present the results of an independent study in the form of an article or	Legal regulation of economic and foreign economic activity International Finance	International Labour Market and Migration Theory and Practice of International Business Communication

Code	Competence	Previous disciplines/modules, practices*	Subsequent disciplines/modules, practices*
	a report at scientific conferences		International monetary and credit relations Customs and tariff regulation Conjuncture of world markets for goods and services Organization of international procurement International statistical databases (advanced level) World experience in the implementation of management information systems International Corporate Marketing Strategies International Transport Logistics Project management Currency regulation and currency control in foreign economic activity Transnational business International activities of commercial banks International Commerce: Efficiency of Trade Transactions

\* - is filled in accordance with the competence matrix and the EP

#### 4. COURSE WORKLOAD AND LEARNING ACTIVITIES

The overall labor intensity of the discipline "International Corporate Marketing Strategies" is 2 credits.

Table 4.1. Types of academic activities during the period of the HE program(me) mastering

Type of educational work	TOTAL, academic hours	Semester(s)			
		1	2	3	4
Contact work academic hours	18		18		
including:					
Lectures	-		-		
Lab work	-		-		
Seminars (workshops/tutorials)	18		18		
Self-study (ies), academic hours	45		45		
Evaluation and assessment academic hours	9		9		
Overall labor intensity of the discipline	academic hours	72			
	credits.	2			

#### 5. COURSE MODULES AND CONTENTS

Table 5.1. The content of the discipline (module) by types of educational work

<b>Name of the discipline section</b>	<b>Contents</b>	<b>Type of educational work*</b>
Section 1. Development of market segmentation strategies	1.1. Case study: overview of market segmentation strategies Questions 1.2. Case study: development of market segmentation strategies and allocation of target segments on the example of the world market of high-tech products Questions 1.3. Case study: development of market segmentation strategies and allocation of target segments on the example of the global banking market Questions 1.4. Case study: segmentation of the global market of fast food restaurants Questions 1.5. Case study: segmentation of the laptop market Questions	LC, SC
Section 2. Analysis of foreign economic strategies of companies	2.1. Case study: analysis of strategies of companies implementing the concept of multinational market Questions 2.2. Case study: analysis of strategies of companies implementing the concept of the global market Questions 2.3. Case study: analysis of companies' strategies in the global market of transport services Questions 2.4. Case study: analysis of companies' strategies in the global market of the construction industry Questions 2.5. Case study: marketing decisions of companies regarding the way to enter the foreign market Questions 2.6. Case study: market research promotes new products Questions	LC, SC
Section 3. Development of strategies of companies in the global market	3.1. Case study: development of strategies for protection and attack of market segments (defensive marketing strategies) Questions	LC, SC

Name of the discipline section	Contents	Type of educational work*
	3.2. Case study: development of strategies for protection and attack of market segments (offensive marketing strategies) Questions 3.3. Case study: strategies of competition of companies in the global automotive market Questions 3.4. Case study: implementation of regional strategies for market conquest Questions 3.5. Case study: outsourcing as a concept of effective marketing Questions 3.6. Case study: joint entrepreneurial activity as a concept of effective marketing Questions 3.7. Case Study: Relationship Marketing Questions	
Section 4. Communications in International Marketing	Communications in International Marketing 4.1. Case study: directions of brand image research Questions 4.2. Case study: branding as a concept of market conquest Questions 4.3. Case: advertising slogans and appeals as a concept of effective marketing Questions 4.4. Case study: study of volkswagen brand image in Russia	LC, SC

\*- is filled only in the full-time form of training: LC - lectures; LR - laboratory work; SC - seminar classes.

## 6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

№	Name of discipline (module), practices in accordance with the curriculum	Name of special * placements and placements for independent work	Equipment of special placements and placements for independent work	List of licensed software. Details of the confirming document
1.	International Corporate Marketing Strategies	Moscow, Miklouho-Maclay, 6, Classroom for lectures and seminars, current control and interim assessment of students	Multimedia projector Casio XJ-M250 – 1 PC screen 1 PC. ASUS F6A notebook C2D-T5450 13"	1. MS Windows 10 64 bit, license 86626883 2. Microsoft Windows 8.1 license 8512275



	Classroom 105 Classroom for group and individual consultations- the location of the Department of International Economic Relations Classroom 114	2048MB/250Gb/Vista Home Basic+box, Office Prof Plus 2007 Rus Sch. K3447-1/IV dated 17.12.08	3. Microsoft Office 2016 license 86626883 4. Microsoft Excel 2010 license 5190227 5. Mentor 6. Garant System 7. Consultant plus
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\* - the audience for independent work of students is indicated **NECESSARILY!**

## 7. RECOMMENDED SOURCES FOR COURSE STUDIES

### Main reading(sources)

1. International marketing: textbook and practicum for bachelor's and master's degrees / A. L. Abaev [et al.]; ed. by A. L. Abaev, V. A. Aleksunin. — M.: Izdatelstvo Yurayt, 2018.
2. International marketing: textbook and practicum for bachelor's and master's degrees / I. V. Vorobyova [et al.]; ed. by I. V. Vorobyeva, K. .. Petsoldt, S. F. Sutyryna. — M. : Izdatelstvo Yurait, 2018.
3. Lipsits I.V. Marketing-management. Textbook and workshop for bachelor's and master's degrees. – Yurait, 2018. For students in English:
4. Geetanjali (2010). International Marketing. Oxford Book Co. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10417654>
5. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=5120612>.

### Additional (optional) reading:

1. Grigoriev, M. N. Marketing: uchebnik dlya appliednogo baccalaureate / M. N. Grigor'evich. — 5-e ed., per. i dop. — M.: Izdatelstvo Yurait, 2018. — 559 p. — (Series: Bachelor. Applied course).
2. Didenko, N. I. International marketing: textbook for bachelor's and master's degree / N. I. Didenko, D. F. SkripnyGC. — M.: Izdatelstvo Yurayt, 2018. — 409 p. — (Series: Bachelor and Master. Academic Course).
3. Ansoff, I.: Strategies for Diversification, Harvard Business Review, Vol. 35 Issue 5, Sep-Oct 1957, pp. 113-124
4. Barney, Jay B., Gorman, Clifford, Trish. (2014), What I Didn't Learn in Business School, Harvard Business Review Press, 11(November, 16), pp. 1-8.
5. Cherunilam, Francis (2010). International Marketing: (Text and Cases). Himalaya Pub. House. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415108>
6. Hill, Charles W.L., Gareth R. Jones, Strategic Management Theory: An Integrated Approach, Cen-gage Learning, 10th edition 2012

7. Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press <http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-9780199578030>
8. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
9. Kotler, Philip, Pfoertsch, Waldemar (2006). B2B Brand Management. Springer Berlin Heidelberg <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-44729-0>
10. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated: Chapter 3 <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206>
11. Kotler, Philip, (2010). Ingredient Branding: Making the Invisible Visible. Springer Berlin Heidelberg <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-642-04214-0>
12. Kotler, Philip (2009). Chaotics : The Business of Managing and Marketing in the Age of Turbulence. HSE AMACOM - St. Petersburg International Marketing Work Programme for International Business Minor 27
13. Manfred, Krafft, Diane, Rinas, Kay, Peters, Jürgen, Höfling and Jürgen, Hesse (2007). International Direct Marketing: Principles, Best Practices, Marketing Facts. Springer Verlag <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-39632-1>
14. McKinsey Quarterly. Enduring Ideas: The 7-S Framework. March 2008 [http://www.mckinsey.com/insights/strategy/enduring\\_ideas\\_the\\_7-s\\_framework](http://www.mckinsey.com/insights/strategy/enduring_ideas_the_7-s_framework) (Accessed 10 December 2016)
15. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>
16. Peters, Thomas J., Waterman, Robert H. (1982). In Search of Excellence: Lessons from America's Best Run Companies. USA: New York, Harper & Row
17. Porter M.E. The Five Competitive Forces That Shape Strategy. Harvard Business Review, pp. 86-104, January 2008.
18. Shaoming Zou (2013 ), International Marketing in: Rapidly Changing Environments in Advances in International Marketing. Emerald Group Publishing Ltd, Volume 24 <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979%282013%2924#>
19. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Valuebased Integrated Customerised Approach). Himalaya Pub. House <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>
20. Shi, Linda Hui, Zou, Shaoming and Xu, Hui (2014). Entrepreneurship in International Marketing. Emerald Group Publishing Ltd. <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201525>
21. ttinger, Barbara, Schlegelmilch, Bodo B. and Zou, Shaoming (2015). International Marketing in the Fast Changing World. Emerald Group Publishing Ltd. <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201526>

22. Voon, Tania (2013). Trade Liberalisation and International Co-operation: A Legal Analysis of the Trans-Pacific Partnership Agreement. Edward Elgar Publishing  
<http://proxylibrary.hse.ru:2210/view/9781782546771.xml>
23. Waterman, David (2005). Hollywood's Road to Riches. Harvard University Press  
<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10312746>
24. Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer  
[http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3\\_12.3](http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3_12.3)

*Resources of the information and telecommunication network "Internet":*

1. RUDN University EBS and third-party EBS, to which university students have access on the basis of concluded contracts:

- ELECTRONIC LIBRARY SYSTEM RUDN University – EBS RUDN University  
<http://lib.rudn.ru/MegaPro/Web>
- EBS University Library Online <http://www.biblioclub.ru>
- EBS Jurait <http://www.biblio-online.ru>
- EBS Student Consultant [www.studentlibrary.ru](http://www.studentlibrary.ru)
- EBS "Lan" <http://e.lanbook.com/>
- EBS Troitsky Bridge

2. Databases and search engines:

- electronic fund of legal and normative-technical documentation [of the](http://docs.cntd.ru/)  
<http://docs.cntd.ru/>
- Yandex search engine [https:// www.yandex.ru/](https://www.yandex.ru/)
- Google <https://www.google.ru/> search engine
- Abstract database SCOPUS [http:// www.elsevierscience.ru/products/scopus/](http://www.elsevierscience.ru/products/scopus/)
- www.eurasiancommission.org-Eurasian Economic Union 2. <http://www.weforum.org/> - World Economic Forum 3. <http://www.wto.ru/ru/newsmain.asp>
- Russia and WTO 4. <http://ecsocman.edu.ru/>-Federal Educational Portal "Economics, Sociology, Management"
- <http://ec.europa.eu/eurostat>-Eurostat, Directorate-General of the European Commission
- [www.oecd.org](http://www.oecd.org)-Organisation for Economic Co-operation and Development (OECD)
- [www.imf.org](http://www.imf.org)-International Monetary Fund
- <http://interbrand.com/>-Interbrand
- [www.unctad.org](http://www.unctad.org)-United Nations Conference on Trade and Development
- [www.wto.org](http://www.wto.org) World Trade Organization 11. [www.worldbank.org](http://www.worldbank.org)-World Bank 12. <http://www.ebrd.com>-European Bank for Reconstruction and Development

*Educational and methodical materials for independent work of students when mastering the discipline / module\*:*

1. A course of lectures on the discipline "International Corporate Marketing Strategies".
2. Materials for seminars on the discipline "International Corporate Marketing Strategies".

All materials are posted on the TUIS portal:  
<https://esystem.rudn.ru/course/view.php?id=13299>

\* - 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!**

## **8. EVALUATION TOOLKIT & GRADING SYSTEM FOR ASSESSING THE LEVEL OF FORMATION OF COMPETENCIES IN THE COURSE**

Evaluation materials and a point-rating system\* for assessing the level of formation of competencies (part of competencies) based on the results of mastering the discipline "International Corporate Marketing Strategies" are presented in the Appendix to this Course Syllabus of the discipline.

\* - EP are formed on the basis of the requirements of the relevant local regulatory act of RUDN University.

### **AGREED:**

Developer:  
Doctor of Economics, Professor of International  
Economic Relations



**V.Y.Chernova**

Head of the Higher Education Program(me)  
Doctor of Economics, Professor of International  
economic relations



**I.V.Andronova**

**Matching scores and grades**

<b>BRS Scores</b>	<b>Traditional assessments of the Russian Federation</b>	<b>ECTS Ratings</b>
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)