

**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 strategies

(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 management

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

1. COURSE GOALS

The purpose of the training course is to develop students' vision of the differences between the global B-2-B and B-2-C markets and to acquire skills in 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

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "International marketing strategies" 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-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	<p>GPC-1.1 Possesses fundamental knowledge in the field of management</p> <p>GPC-1.2 Knows how to use fundamental knowledge of economic, organizational and management theory for the successful implementation of professional activities</p> <p>GPC-1.3 Applies innovative approaches to solving management problems, taking into account the generalization and critical analysis of best management practices</p> <p>GPC-1.4 Possesses the skills of an informed choice of methods for solving practical and research problems</p>
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	<p>PC-5.1 Knows the main formats of marketing communications in international markets</p> <p>PC-5.2 Knows the specifics of working with various promotion tools at the international level</p> <p>PC-5.3 Knows how to navigate modern methods of promotion in international markets</p> <p>PC-5.4 Is able to develop strategic marketing solutions in the field of advertising</p> <p>PC-5.5 Knows how to plan an advertising campaign</p> <p>PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets</p>

Code	Competence	Competence achievement indicators (within this course)
PC-7	Capable of planning and overseeing the marketing activities of an international company	PC-7.1 Knows the stages of international strategic planning PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level PC-7.3 Knows how to form marketing plans PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities PC-7.5 Owns the methods of developing and implementing marketing programs PC-7.6 Owns the methods of making tactical and operational decisions in the management of the marketing activities of the enterprise

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

The discipline "International marketing strategies" 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 strategies".

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-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making

PC-7	Capable of planning and overseeing the marketing activities of an international company	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making
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* - 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 strategies" is 2 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
Контактная работа, ак.ч.	72			72	
Лекции (ЛК)	18			18	
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)	18			18	
Самостоятельная работа обучающихся, ак.ч.	36			36	
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.	72		72	
	зач.ед.	2		2	

Таблица 4.2. Виды учебной работы по периодам освоения EP HE для **ОЧНО-ЗАОЧНОЙ** формы обучения*

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

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

Таблица 4.3. Виды учебной работы по периодам освоения EP HE для **ЗАОЧНОЙ** формы обучения*

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

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	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 parts	Course part topics	Work type
Section 1. The concept and main characteristics of global markets	Topic 1. Introduction to International Marketing Strategies. The structure of the international marketing strategies course. Definition of international marketing strategies. the essence, goals, objectives and principles of international marketing strategies	LTR
	Topic 2. Factors influencing organizational behavior and markets in International Marketing Strategies. 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.	LTR, SS
Section 2. Making marketing decisions in global markets	Topic 3. Marketing research in International Marketing Strategies. Information system in International Marketing Strategies. Structure, content and sources of international marketing information. Goals and methods 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.	LTR, SS
	Topic 4. Management decisions in B2B companies. 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).	LTR, SS
Section 3. Global products and fea-	Topic 5. Products and the formation of added value of GCR products. The role of the product in Interna-	LTR, SS

Course parts	Course part topics	Work type
tures of their implementation	tional Marketing Strategies. 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	
	Topic 6. Market formation for a new global product. 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.	LTR, SS
		LTR, SS
Section 4. Strategic planning in global markets	Topic 7. Strategic planning in International Marketing Strategies. 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. International marketing control	LTR, SS
	Topic 8. Pricing strategy in International Marketing Strategies. 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 of the export price. Pricing strategies in international markets. Problems of price discrimination. Features of TNK pricing policy	LTR, SS
	Topic 9. Procurement and industrial distribution strategy in International Marketing Strategies. 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
		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

Основная литература

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>

Дополнительная литература

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).

Информационно-справочные порталы:

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 "International marketing strategies" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

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 strategies" are presented in the Appendix to this Work Program of the discipline.

* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

РАЗРАБОТЧИКИ:

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Chernikov S.U.

Должность, БУП

Подпись

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Наименование БУП

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Подпись

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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 strategies

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing

(name of the training profile)

Master

Qualification (degree) of the graduate

Passport of the fund of evaluation funds for the discipline **International marketing strategies**

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

Сводная оценочная таблица дисциплины **International marketing strategies**

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		
<i>GPC-1, PC-5, PC-7</i>	Topic 1. Introduction to International Marketing Strategies.			1							10	10
	Topic 2. Factors influencing organizational behavior and markets in International Marketing Strategies			1			5		3		9	9
	Topic 3. Marketing research in International Marketing Strategies.			1					3	4	8	8
<i>GPC-1, PC-5, PC-7</i>	Topic 4. Management decisions in B2B companies.			1			5		3		9	9
	Topic 5. Products and the formation of added value of GCR products.			1	5				3		9	9
	Topic 6. Market formation for a new global product.			1					3	4	8	8
<i>GPC-1, PC-5, PC-7</i>	Topic 7. Strategic planning in International Marketing Strategies.			1		5			3		9	9
	Topic 8. Pricing strategy in International Marketing Strategies.			1		5			3		9	9
	Topic 9. Procurement and industrial distribution strategy in International Marketing Strategies.			2	5	5			6		9	9
	Control		10								10	20
	Итого		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