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Информация о владельце:  
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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**

**Marketing management in international companies**

(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 mastering the discipline "Marketing management in international companies" is to familiarize students with the main processes of market activity of an organization, with the mechanisms of formation of a marketing complex, study of factors affecting the market activity of a commercial organization, as well as the creation of an action plan and budget formation for marketing activities.

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

The development of the discipline "Marketing management in international companies" 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-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.3. Collects information on a given topic, taking into account the ethnic groups and faiths most widely represented at the points of the study
	Is able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices	UC -5.6. Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions
GPC-1	Able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	GPC-1.3. Applies innovative approaches to solving management tasks, taking into account the generalization and critical analysis of best management practices
	He is able to manage project and process activities in an organiza-	GPC-1.4. Has the skills of reasonable choice of methods for solving practical and research problems

Code	Competence	Competence achievement indicators (within this course)
	tion using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations	
GPC-3	Capable of developing, implementing and improving pricing strategies in international markets	GPC-3.1. Knows the methods of making optimal management decisions in a dynamic business environment GPC-3.4. Ensures the implementation of organizational and managerial decisions in a complex (including cross-cultural) and dynamic environment
GPC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	GPC-4.3. Identifies and evaluates new market opportunities for the development of innovative areas of the company's activities GPC-4.4. Develops company development strategies and corresponding business models based on the use of modern business positioning methods.
PC-3	Capable of developing, implementing and improving the marketing communications system of an international company	PC-3.1. Knows the main strategic and tactical aspects of setting prices in the channel of commodity movement in international markets PC-3.2. Knows the specifics of pricing for tangible and intangible goods on international markets PC-3.3. Is able to develop a pricing strategy taking into account market factors in international markets PC-3.4. Owns tools for assessing the value of a product offer (price compliance with market expectations)

Code	Competence	Competence achievement indicators (within this course)
PC-4	Capable of planning and controlling the marketing activities of an international company	PC-4.1. Knows the components of the commodity distribution system in the market, their essence, conditions, features of the organization, functioning and ways to minimize costs in international markets PC-4.2. Knows the main forms of the company's entry into the international market PC-4.3. Is able to manage the processes of supply and distribution of goods in the industry markets of the international level PC-4.4. Has the skills of modeling and designing the company's activities in the international markets of goods and services PC-4.5. Knows the main channels of distribution and promotion of goods in international marketing
PC-5	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	PC-5.1. Knows the main formats of marketing communications in international markets PC-5.2. Knows the specifics of working with different 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 make an advertising campaign plan PC-5.6. Has the skills to evaluate the effectiveness of the promotion strategy in international markets
PC-7	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	PC-7.1. Knows the stages of international strategic planning PC-7.2. Knows the criteria for determining the key indicators used in planning the marketing activities of the enterprise at the international level PC-7.3. Is able to form marketing plans PC-7.4. Is able to develop the main business processes of the enterprise related to marketing activities PC-7.5. Knows the methods of development and implementation of marketing programs PC-7.6. Knows the methods of making tactical and operational decisions in the management of marketing activities of the enterprise

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

The discipline "Marketing management in international companies" 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 "Marketing management in international companies".

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

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	Professional foreign language	Integrated marketing communications in international companies
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Professional foreign language	Integrated marketing communications in international companies International marketing strategies Infographics and presentation technologies in corporations Consumer research and social media targeting
GPC-1	Able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices	Managerial economics Theory of management organization Modern strategic analysis	Finances of organizations Integrated marketing communications in international companies
GPC-3	Able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	Theory of management organization Modern strategic analysis	Marketing audit Fragmentation of production and cross-border value chains Integrated marketing communications in international companies International marketing strategies

GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations		Fragmentation of production and cross-border value chains
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	Managerial economics	Marketing audit Development of business strategies in international companies Pre-graduate practice
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets		Fragmentation of production and cross-border value chains Development of business strategies in international companies Pre-graduate practice
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Managerial economics Methodology of management problems research	Integrated marketing communications in international companies Digital marketing Development of business strategies in international companies Consumer research and social media targeting Negotiation techniques Pre-graduate practice
PC-7	Capable of planning and controlling the marketing activities of an international company	Professional foreign language	Marketing audit Fragmentation of production and cross-border value chains Contact Marketing (Touchpoints Marketing) Marketing forecasting methods Innovative entrepreneurship International strategic alliances in marketing Pre-graduate practice Registration, preparation for the protection procedure and protection of the final qualifying work

\* - 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 "Marketing management in international companies" is 4 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			
		1	2	3	4
<i>Contact academic hours</i>	54			54	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	36			36	
<i>Self-study, academic hours</i>	90			90	
<i>Evaluation and assessment</i>					
<b>Course workload</b>	academic hours	<b>144</b>		<b>144</b>	
	credits	<b>4</b>		<b>4</b>	

## 5. COURSE CONTENT

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

Course parts	Course part topics	Work type
<b>Section 1. Analysis of the company's business environment</b>	Topic 1.1. Principles of marketing planning. Types of goals and objectives of a modern organization in the conditions of market activity. The company's mission and its significance for the formation of goals. Methods of forming the goals of the organization. Strategic and tactical planning. Stages of creating a marketing plan.	LTR
	Topic 1.2 Analysis of the organization's activities in market conditions. Weaknesses and strengths of the organization. Marketing performance indicators of a commercial organization. Methods of analysis. Strategic analysis matrices. Qualifications and competencies of the company. The presence / absence of competitive advantages of the company. Search for a competitive advantage.	LTR, SS
	Topic 1.3. Analysis of the organization's activities in market conditions. External analysis. General characteristics of the company's activities in the market: assessment and analysis of the current state and forecast of development. Assessment and analysis of the markets that the firm is focused on, description of their current and forecast state.	LTR, SS
<b>Section 2. Marketing strategy</b>	Topic 2.1. . Marketing strategy and its formation. The company's marketing strategy and functional marketing strategy: definitions and fundamental dif-	LTR, SS

Course parts	Course part topics	Work type
	ferences. Stages of development of a functional marketing strategy: segmentation, positioning and strategy of existence and development of the company's product offer.	
	Topic 2.2. Market segmentation. The stage of developing a functional marketing strategy: segmentation. Target segment selection: aggregation, differentiation, concentration.	LTR, SS
	opic 2.3. Positioning. The stage of developing a functional marketing strategy: positioning. Determination of the main criteria for positioning the company in the market. Price – quality, value and competitive positioning. Repositioning.	LTR, SS
<b>Section 3. Development of a marketing plan. Marketing Tools</b>	Topic 3.1. Product offer planning. Development of a commercial offer (price offers). Assortment and brand policy.	LTR, SS
	Topic 3.2. Distribution policy. Online and offline trading. Selection of the distribution channel. Evaluation of distribution channels: the level of trade margins, conditions of implementation. Evaluation of communication channels and Internet marketing.	LTR, SS
	Topic 3.3. Promotion policy. Marketing communications. The use of digital marketing for communication with the target group. Evaluation of promotion and communication channels: selection of promotion tools and their justification. Evaluation of communication channels and Internet marketing.	LTR, SS
	Topic 3.4. Formation of a marketing plan and budget calculation. Evaluation (forecast) of the result of marketing planning.	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,	Lenovo AIO-510-22ISH In-



Audience type	Equipping the audience	Specialized education-laboratory equipment, software and materials for the development of the discipline (if necessary)
	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	tel 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

### Basic literature

- 1) Zavgorodnyaya A.V. Marketing planning: A textbook for undergraduate and graduate studies / A.V. Zavgorodnyaya, D.O. Yampolskaya. - 2nd ed., reprint. and additional - M. : Yurayt, 2020. - 340 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-06590-9 : 809.00.
- 2) Danko, T. P. Marketing management: textbook and workshop for universities / T. P. Danko. — 4th ed., reprint. and add. — Moscow : Yurayt Publishing House, 2022. — 521 p. — (Higher education). — ISBN 978-5-534-01588-1. — Text : electronic // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/489034> (date of reference: 05/24/2022).
- 3) Chernysheva A.M. Product policy Management [Text] : Textbook and workshop for bachelor's and Master's degree / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2020. - 187 p. - (Bachelor and Master. Module). - ISBN 978-5-534-01142-5 : 489.00.

### Additional literature

1. Ponomareva, E. A. Brand management : textbook and workshop for universities / E. A. Ponomareva. — Moscow : Yurayt Publishing House, 2022. - 341 p. — (Higher education). — ISBN 978-5-9916-9046-1. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/489174> (date of reference: 05/24/2022).
2. Chernysheva A.M. Industrial (B2B) marketing: Textbook and workshop for Bachelor's and Master's degree / A.M. Chernysheva, T.N. Yakubova. - M. : Yurayt, 2018. - 433 p. - (Bachelor and Master. Academic course). - ISBN 978-5-534-00628-5 : 1009.00.
3. Larionchikova V. N. Managerial accounting [Text/electronic resource] : An educational and methodological guide for students of full-time (evening) and correspondence departments / V.N. Larionchikova. - Electronic text data. - Moscow : RUDN Publishing House, 2017. - 36 p. - ISBN 978-5-209-08038-1 : 39.64.
4. Korotkova, T. L. Marketing of innovations: textbook and workshop for universities / T. L. Korotkova. — 2nd ed., ispr. and add. — Moscow : Yurayt Publishing House, 2022. — 256 p. — (Higher education). — ISBN 978-5-534-07859-6. — Text : electronic // Yurayt Educational Platform [website]. — URL: <https://urait.ru/bcode/491318> (accessed: 05/24/2022).

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 "Marketing management in international companies" 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 "Marketing management in international companies" 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.

**Developers:**

Associate Professor of the Market-  
ing Department

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Signature

**Chernikov S.U.**

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Full name

**Faculty name and head:  
Dean of the Faculty of Econom-  
ics**

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Signature

**Andronova I.V.**

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Full name

**Head of department:  
Marketing dept head**

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Signature

**A.M. Zobov.**

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Full name

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**

**Marketing management in international companies**

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(COURSE NAME)

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**38.04.02 «Management»**

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(code and name of the training area)

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**International Marketing**

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(name of the training profile)

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**Master**

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Qualification (degree) of the graduate

## Evaluation and assessment fund passport for the course Marketing management in international companies

Study program: 38.04.02. "Management"

Specialization: International Marketing

### Summary evaluation table of the discipline Marketing management in international companies

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-4, UC-5, GPC-1, GPC-3	Topic 1.1. Principles of marketing planning.			1							1	1
	Topic 1.2 Analysis of the organization's activities in market conditions. Weaknesses and strengths of the organization.			1			5		3		9	9
	Topic 1.3. Analysis of the organization's activities in market conditions.			1					3	4	8	8
PC-7 GPC-4	Topic 2.1. . Marketing strategy and its formation..			1			5		3		9	9
	Topic 2.2. Market segmentation.			1	5				3		9	9
	Topic 2.3. Positioning.			1					3	4	8	8
PC-3	Topic 3.1. Product offer planning.			1		5			3		9	9
PC-4,	Topic 3.2. Distribution policy.			1		5			3		9	9
PC-5	Topic 3.3. Promotion policy.			1		5			3		9	9
PC-6, PC-7	Topic 3.4. Formation of a marketing plan and budget calculation. Evaluation (forecast) of the result of marketing planning.			1	5				3		9	9
	<b>Evaluation</b>		10								10	20
	<b>Total</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