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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Economics**

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(name of the main educational unit (OUP)-developer of the EP HE)

**COURSE SYLLABUS**

**Corporate marketing at global markets**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

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

**International marketing and business**

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

## 1. COURSE GOALS

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

The main objectives of the discipline are:

- the study of theoretical and practical aspects of modern concepts of Corporate marketing in global markets;
- familiarization with the features and problems of the development of the B-2-B and B-2-C markets in the context of the globalization of the world economy;
- development of analytical, system and communication skills for students to conduct successful activities in the global B-2-B and I-2-C markets in a rapidly changing global marketing environment;
- development of students' creative approach to the problems of developing and promoting new products on the global market B-2-C and B-2-B.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Corporate marketing at global markets" 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-5;	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1 Interprets the history of Russia in the context of world historical development UC-5.2 Finds and uses in social and professional communication information about cultural characteristics and traditions of various social groups UC-5.3 Takes into account, in social and professional communication on a given topic, the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings UC-5.4 Collects information on a given topic, taking into account ethnic groups and confessions most widely represented at the points of research UC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions UC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass com-

<b>Code</b>	<b>Competence</b>	<b>Competence achievement indicators (within this course)</b>
		munication in order to fulfill professional tasks and enhance social integration
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various 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 plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

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

The discipline "Corporate marketing at global markets" refers to the variable component formed by the participants of the educational relations of the block B1.O.02.04 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 "Corporate marketing at global markets".

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-5;	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Strategic Analysis Marketing management in international companies Managerial Decision Making Consumer behaviour	R&D practice
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Strategic Analysis Marketing management in international companies Managerial Decision Making	R&D practice

\* - 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 "Corporate marketing at global markets" is 2 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			
					3	
<i>Contact academic hours</i>		72			72	
Lectures LTR						
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		36			36	
<i>Evaluation and assessment</i>						
<b>Course workload</b>	academic hours	<b>72</b>			<b>72</b>	
	credits	<b>2</b>			<b>2</b>	

#### 5. COURSE CONTENT

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

Course topics	Course part topics	Work type
Topic 1. Introduction to GCM	The structure of the GCM course. Definition of GCM. The essence, goals, objectives and principles of the GCM.	LTR
Topic 2. Factors influencing organizational behavior and markets in GCM.	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. The position of TNCs in the global economy. Assessment of the impact of TNCs on the development of the international market.	LTR, SS
Topic 3. Marketing research in GCM.	Strategic decisions and global goals of TNCs in international marketing. The value of affiliated companies.  Information system in the GCM. Structure, content and sources of international marketing information. Goals and meth-	LTR, SS

<b>Course topics</b>	<b>Course part topics</b>	<b>Work type</b>
	ods 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.	
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
Topic 5. Products and the formation of added value of GCR products.	The role of the product in the GCM. 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.	LTR, SS
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
Topic 7. Strategic planning in GCM.	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.	LTR, SS
Topic 8. Pricing strategy in GCM.	International marketing control. 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	LTR, SS

Course topics	Course part topics	Work type
	of the export price. Pricing strategies in international markets. Problems of price discrimination. Features of TNK pricing policy.	
Topic 9. Procurement and industrial distribution strategy in GCM.	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

\* - 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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
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.	4 зал. Библиотеки Моно-блок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

\* - the audience for independent work of students must be specified!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### a) basic literature

#### Main literature

1. Pashkus, N. A. Strategic marketing : textbook and practice for universities / N. A. Pashkus, V. Y. Pashkus, M. V. Pashkus. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 244 c. - (Higher Education). - ISBN 978-5-534-21427-7. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/571353> (date of address: 27.03.2025)...
2. Zavgorodnaya, A. V. Marketing planning : a textbook for universities / A. V. Zavgorodnaya, D. O. Yampolskaya. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 340 c. - (Higher Education). - ISBN 978-5-534-06590-9. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/563875> (date of address: 27.03.2025)..

#### Additional literature

1. 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.
2. 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.

### *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 "Znanium.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 "Corporate marketing at global markets" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

## **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 "Corporate marketing at global markets" are presented in the Appendix to this Work Program of the discipline.



**Developers:**

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