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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**

**Marketing management in international companies**

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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 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 LEARNING OUTCOMES

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)
PC-6	Able to manage the marketing activities of an international company	PC-6.1 Knows the specifics of working with various international marketing tools - PC-6.2 Knows the basics of international sales, international marketing communication - PC-6.3 Knows how to apply methods of evaluating the effectiveness of solutions in the field of international marketing - PC-6.4 Knows how to analyze the actions of international partner companies - PC-6.5 Possesses the analytical, systems and communication skills to be successful in a rapidly changing international marketing environment - PC-6.6 Possesses the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	PC-2.1 Knows how to select innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity research) - PC-2.2 Able to work with digital data, assess its sources and relevance - PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products - PC-2.4 Owns the methods of development and evaluation of the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies -

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>

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

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

Code	Competence name	Previous courses	Next courses
PC-6	Able to manage the marketing activities of an international company	Marketing Metrics (Marketing project effectiveness) / Маркетинговые метрики (эффективность маркетинговых проектов)	International Marketing / Международный маркетинг Content-marketing / Контент-маркетинг
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets		Corporate websites: creation and administration / Разработка и администрирование корпоративных сайтов International Economics / Мировая экономика

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	Integrated marketing communications
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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 "Marketing management in international companies" is 6 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>		216			216	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		126			126	
<i>Evaluation and assessment</i>		36			36	
<b>Course workload</b>	academic hours	<b>216</b>			<b>216</b>	
	credits	<b>6</b>			<b>6</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	LTR, SS

Course parts	Course part topics	Work type
	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.	
	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 differences. Stages of development of a functional marketing strategy: segmentation, positioning and strategy of existence and development of the company's product offer.	LTR, SS
	Topic 2.2. Market segmentation. The stage of developing a functional marketing strategy: segmentation. Target segment selection: aggregation, differentiation, concentration.	LTR, SS
	Topic 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*

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

Basic literature

- 1) Chaplyuk, V. Z. Business analytics in an international company : a textbook / V. Z. Chaplyuk, L. N. Sorokina, A. Al Khumssi ; ed. by V. Z. Chaplyuk. Z. Chaplyuk. - Moscow : Publishing and Trading

- Corporation "Dashkov and K<sup>o</sup>", 2024. - 166 c. - ISBN 978-5-394-05920-9. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2161310>.
- 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) Management of changes in modern companies : a monograph / edited by R.M. Nizhegorodtsev, S.D. Reznik. - Moscow : INFRA-M, 2023. - 263 c. - (Scientific thought). - DOI 10.12737/monography\_5a71e5ebd736f4.63619195. - ISBN 978-5-16-013722-3. - Text : electronic. - URL: <https://znanium.com/catalog/product/2126768>.

#### 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. 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 "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 "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:**

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