

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



**МЕТОДОЛОГІЯ МІЖНАРОДНОГО МАРКЕТИНГУ, СУЧАСНИЙ
ІНСТРУМЕНТАРІЙ**

робоча програма навчальної дисципліни (РПНД)

Галузь знань	29 "Міжнародні відносини"
Спеціальність	292 "Міжнародні економічні відносини"
Освітній рівень	третій (освітньо-науковий)
Освітня програма	"Міжнародні економічні відносини"

Статус дисципліни

вибіркова

Мова викладання, навчання та оцінювання

англійська

Розробник(и):
к.е.н., доцент

Олександра ГРОНЬ

Завідувач кафедри
міжнародних економічних
відносин

Ірина ОТЕНКО

Гарант програми

Ірина ОТЕНКО

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
of international economic relations
Protocol № 1 of 28.08. 2023

APPROVED




Vice-rector for educational and methodical work

Karina NEMASHKALO



METHODOLOGY OF INTERNATIONAL MARKETING, MODERN TOOLS

Program of the course

Field of knowledge	29 «International Relations»
Specialty	292 «International Economic Relations»
Study cycle	third (educational and scientific)
Study programme	«International Economic Relations»
Course status	elective
Language	English
Developer	
PhD (Economics)	
Associate professor	 Oleksandra GRON
Head of department of international economic relations	 Iryna OTENKO
Head of Study Programme	 Iryna OTENKO

**Kharkiv
2023**

INTRODUCTION

In the conditions of a globalized economy and an increase in the level of competition on international markets, the role of transnational factors in the functioning of international business entities is increasing, and the external environment of companies and consumer behavior is fundamentally changing. In these conditions, the role of marketing methodology and tools increases significantly, because it is aimed at solving these problems. Marketing as a scientific discipline has an apparatus of methods, techniques and techniques for collecting and analyzing market and internal company information, which indicates the need to implement and use the methodology of international marketing in ensuring the management of the activities of companies in foreign markets.

The purpose of the course is the formation of knowledge about the methodology and skills of using the tools of international marketing activities in modern conditions.

The tasks of the course are the the formation of student's:

holistic system of knowledge and understanding of the methodology of international marketing activity: methods of analyzing trends and patterns of development of international commodity markets, methods of forming price policy; methods of developing a value proposition taking into account the needs and requests of modern consumers; technologies of advertising and PR communications; methods of collecting and analyzing information for the purpose of making adequate management decisions in the field of foreign economic activity;

skills in using marketing tools to analyze the conditions of internationalization and conducting international business; research on the characteristics of demand and consumer behavior in various international markets; choosing an effective marketing strategy in the international business environment.

The object of the course is management of the company's marketing on international markets.

The subject of the course are theoretical approaches, conceptual models, methods and tools of international marketing.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO06	GC02, GC03, GC04, SC01, SC04
LO07	GC1, GC04, SC02, SC04
LO08	GC03, GC04, SC03, SC04
LO09	GC04, SC01, SC04
LO10	GC01, GC03, GC04

where, LO06. Freely present and discuss with specialists and non-specialists the results of research, scientific and applied problems of MEV in national and foreign languages, publish the results of research in scientific publications in leading scientific publications.

LO07. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, empirical research (surveys, observations, etc.) and mathematical and/or computer modeling, available literature data.

LO08. Plan and carry out theoretical and applied research on international economic relations using modern scientific tools.

LO09. Deeply understand the general principles and methods of economic sciences, as well as the methodology of scientific research, apply them in one's own research in the field of international economic relations, critically analyze the results of one's own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the problem under study.

LO10. Analyze and evaluate the state and prospects for the development of international economic relations, in particular, taking into account the security-oriented aspect of international business management, based on a holistic scientific understanding of the economic unity of the world, effectively apply the regulatory mechanisms of international economic relations at the national, regional and international levels in the conditions of modern processes of convergence and divergence.

GC01. Ability to think abstractly, carry out analysis and synthesis.

GC02. Ability to search, process and analyse information from various sources.

GC03. Ability to work in an international context.

GC04. Ability to solve complex problems of the economy based on a systemic scientific worldview and general cultural outlook adhering to the principles of professional ethics and academic integrity.

SC01. The ability to perform original research, to achieve scientific results that create new knowledge in the field of international economic relations and related interdisciplinary areas and can be published in leading scientific publications.

SC02. The ability to generate new ideas regarding the development of the theory and practice of international economic relations.

SC03. The ability to integrate knowledge from different fields, apply a systematic approach and take into account non-economic aspects when solving complex problems of international economic relations and conducting research.

SC04. The ability to identify, pose and solve problems of a research nature in the field of international economic relations, evaluate and ensure the quality of performed research.

COURSE CONTENT

Content module 1. Theoretical foundations of international marketing.

Topic 1. Transformation of the global economic space.

Topic 2. Theoretical and methodological foundations of international marketing. Global marketing.

Topic 3. International marketing environment and marketing research. Trends and patterns of international market development.

Topic 4. Organizational forms of entering international markets.

Content module 2. Peculiarities of using international marketing tools on the world market.

Topic 5. Toolkit of international marketing. Information technologies in international marketing.

Topic 6. Management of international marketing. International trade in licenses and know-how. Features of product policy in international marketing. Price policy in international marketing.

Topic 7. Sales policy in international marketing. Communication policy in international marketing

Topic 8. International marketing of high technologies. Transformation of the behavior of consumers of high-tech market products.

Content of practical classes

During practical classes, students analyze, systematize, generalize, consolidate, deepen theoretical knowledge on the chosen topic of scientific research and practical skills, the ability to formulate and test hypotheses; use appropriate evidence to substantiate conclusions.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

List of practical (seminar) studies

Name of the topic and/or task	Contents
1	2
Practical lesson 1	Task 1. Study of global trends in the world economy, analysis of companies' response to changes. Analysis of the impact on the research topic.
Practical lesson 2	Task 2. Principles and approaches of international marketing, methods of international marketing. Preliminary analysis of the research object and compilation of the list of research tasks.
Practical lessons 3-4	Task 3. Analysis of the global environment of the enterprise. Information and analytical support of research.

1	2
Practical lessons 5-6	Task 4. Assessment of the company's readiness to enter the international market. Analysis of marketing potential.
Practical lessons 7-8	Task 5. Advertising communication techniques.
Practical lesson 9	Task 6. Methods of using modern tools of international marketing.
Practical lesson 10	Discussion and presentation of research results

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Task 1. Preparation for lectures and practical classes	Study of lecture material, preparation for practical classes, work with scientific literature
Task 2. Work with literary sources	Search for scientific information. Selection and systematization of literary sources. Designing a task to justify the relevance of the research topic
Task 3. Collection, processing and systematization of primary information	Work with special literature, electronic search of scientific information, processing and systematization of information
Task 4. Writing theses and preparing a presentation for speaking at a conference	Writing theses on the topic of scientific research taking into account global trends
Task 5. Presentation of research results	Preparation of the presentation of research results. Preparation of speech at the conference.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

- Verbal (lecture (Topic 1- 8), mini-lecture (Topic 4), problem lecture (Topic 8)).
- Visual (demonstration (Topic 1 - 8)).

Practical (practical work (Topic 1 - 8), case-study (Topic 4), seminar-discussion (Topic 1).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lecture, practical, laboratory and seminar classes and is aimed at checking the level of preparedness of the education seeker of higher education for the performance of specific work and is evaluated by the sum of points scored:

Current control: Individual educational and research tasks (60 points), writing conference theses (40 points).

Final control is carried out in the form of semester control.

Semester control: Grading.

Final assessment by academic discipline is determined by adding up the points for the current control.

More detailed information on the assessment system is provided in technological card of the course.

RECOMMENDED LITERATURE

Main

1. Knyazeva, T. V. International marketing: study guide / T.V. Knyazeva, Y.P., Kolbushkin, S.V. Petrovska, S.F. Smerichevskyi, V.L. Sibruk; Ministry of Education and Science of Ukraine, National Aviation University. - Kyiv: NAU, 2019. - 162 p.

2. International marketing: a textbook / in general ed. A.A. Mazaraki, T.M. Miller. – Kyiv: Kyiv. nat. trade.-econ. univ, 2018. – 448 p.

3. Tyshchenko V. F. Fundamentals of foreign economic activity and customs affairs [Electronic resource] : tutorial / V. F. Tyshchenko, V. M. Ostapenko. - Kharkiv : S. Kuznets KhNUE, 2022. - 192 p.
<http://repository.hneu.edu.ua/handle/123456789/28182>

4. Shtal T. V. International marketing: study guide / T. V. Shtal, I. E. Astakhova, V. O. Kozub. – Kharkiv : S. Kuznets KhNUE, 2019. – 275 p. Access mode: <http://repository.hneu.edu.ua/handle/123456789/23343>

Additional

5. Gron O. V. The concept of interested parties in international business // International scientific journal "Internauka". Series: "Economic Sciences". 2021. - №5. Access mode: <http://www.inter-nauka.com/issues/economic2021/5/>

6. International marketing: tutorial / Ya. S. Larina and others; under the editorship O. I. Babicheva.- Kyiv: Helvetica, 2018. - 451 p.

7. International marketing. Education manual / By the editorship Yu. G. Kozak, S. Smychek, I. L. Litovchenko. Kyiv: «Center of educational literature», 2019. - 302

p.

8. Ptashchenko O. V., Bozhkova V. V., Sager L. Yu., Sygina L. O. Transformation of marketing communications tools in the context of globalization. Marketing and innovation management. 2018. № 1. P. 73–82 Access mode: <https://mmi.fem.sumdu.edu.ua/journals/2018/1/73-82>

Information resources

9. Official site of the Chamber of Commerce and Industry of Ukraine. Access mode: www.ucci.org.ua.

10. The official website of the European Business Association.– Access mode: <https://eba.com.ua/research/doslidzhennya-ta-analytyka/>