

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

ЗАТВЕРДЖЕНО

на засіданні кафедри
маркетингу

Протокол № 2 від 02.09.2024 р.



ПОВЕРДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

МІЖНАРОДНИЙ МАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 Управління та адміністрування
075 Маркетинг
перший (бакалаврський)
Маркетинг**

Статус дисципліни

Мова викладання, навчання та оцінювання

обов'язкова

українська

Розробник(и):
д.е.н., професор

Людмила ГРИНЕВИЧ

д.соц.н., професор

Надія ЛИСИЦЯ

Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

**Харків
2024**

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

APPROVED

at the meeting of the department
marketing
Protocol № 2 of 02.09.2024

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKO



INTERNATIONAL MARKETING

Program of the course

Field of knowledge **07 Management and administration**
Specialty **075 Marketing**
Study cycle **first (bachelor)**
Study program **Marketing**

Course status

mandatory

Language

English

Developers:

Doctor of science in
Economics, Professor

Liudmyla GRYNEVYCH

Doctor of science in
Sociology, Professor

Nadiia LYSYTSIA

Head of the Department of
Marketing

Liudmyla GRYNEVYCH

Guarantor of the program

Olena NEBYLYTSIA

**Kharkiv
2024**

INTRODUCTION

In modern conditions of globalization and integration, international marketing is becoming an integral part of the effective activity of enterprises and organizations in world markets. It covers the development of strategies for promoting goods and services beyond national borders, taking into account the peculiarities of foreign markets, cultural, economic and political factors. The study of this course is essential for future professionals who seek to understand the dynamics of international trade and business, as well as adapt innovative approaches to achieve competitive advantages at the world level.

The course "International Marketing" is focused on the development of students' ability to take into account the peculiarities of the international environment and adapt marketing strategies to different cultures, economic and political conditions, mastering the tools and methods of promoting goods and services in international markets, taking into account the individual characteristics of the regions, the study of modern technologies, digital tools and global trends in the field of marketing.

"International Marketing" is a course that studies the principles, methods and tools of planning, implementing and controlling marketing activities in international markets, taking into account the influence of the global environment.

The object of the course is the processes of planning, organization, implementation and control of marketing strategies at the global level, taking into account the socio-economic, cultural and political characteristics of different countries.

The subject of the course is international markets of goods and services and the activities of business entities in them.

As a result of studying the course, the student must know the principles of functioning of world markets and marketing tools, be able to analyze foreign markets, develop and implement marketing programs that meet the needs of specific countries and regions.

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
LO2	GC8, SC3
LO3	SC10
LO4	GC8, GC9, SC3, SC6, SC14
LO5	GC3, SC6, SC7, SC12, SC14
LO6	GC6, SC6, SC7, SC14
LO7	GC9, SC11, SC12
LO8	SC5, SC10
LO9	GC6, GC7, SC12, SC14
LO10	GC8, SC3, SC14
LO11	SC6, SC12
LO12	GC11, SC3, SC5

where,

LO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills in the implementation of marketing activities.

LOH3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

LO4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify managerial decisions based on the use of the necessary analytical and methodological tools.

LO5. Identify and analyze the key characteristics of marketing systems of different levels, as well as the peculiarities of the behavior of their subjects.

LO6. To determine the functional areas of the marketing activity of the market entity and their interrelations in the management system, to calculate the relevant indicators that characterize the effectiveness of such activities.

LO7. Use digital information and communication technologies, as well as software products necessary for the proper conduct of marketing activities and the practical application of marketing tools.

LO8. Apply innovative approaches to the marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of marketing activities, establish the level of uncertainty of the marketing environment when making managerial decisions.

LO10. Explain information, ideas, problems and alternative options for managerial decision-making to specialists and non-specialists in the field of marketing, representatives of various structural divisions of the market entity.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO12. To show the skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical.

GC3. Ability to abstract thinking, analysis and synthesis.

GC6. Knowledge and understanding of the subject area and understanding of professional activities. GC7. Ability to apply knowledge in practical situations.

GC8. Ability to conduct research at the appropriate level.

GC9. Skills in the use of information and communication technologies.

GC11. Ability to work in a team.

SC3. Ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.

SC5. Ability to correctly apply marketing methods, techniques and tools.

SC6. Ability to conduct marketing research in various areas of marketing activity.

SC7. Ability to determine the influence of functional areas of marketing on the results of economic activity of market entities.

SC10. Ability to use marketing information systems in marketing decision-making and develop recommendations to improve their effectiveness.

SC11. Ability to analyze the behavior of market subjects and determine the peculiarities of the functioning of markets

SC12. Ability to substantiate, present and implement the results of research in the field of marketing.

SC14. Ability to propose improvements on the functions of marketing activities.

COURSE CONTENT

Content module 1. Specific features of international marketing

Topic 1. The concept, content and features of international marketing

International Marketing in the Context of International Economic Relations. The essence and forms of economic integration. Essence, principles, functions and tasks of international marketing. Marketing factors influencing forecasting and demand formation in the international environment.

Topic 2. Features of the international marketing environment

Characteristics of economic environments. Socio-cultural environment of international marketing. Political and legal environment. Other factors of the international marketing environment. Typology of international environments.

Topic 3. Marketing research of foreign markets.

Content, tasks and goals of marketing research of foreign markets. Development of an international marketing research plan.

Topic 4. Forms of international marketing

Strategy formation model. Forms and methods of entering the international market

Content module 2. Development of a marketing mix in the process of entering foreign markets

Topic 5. Selection of an external target market and its segmentation

International marketing strategies taking into account the segmentation of foreign markets. Positioning of goods and enterprises in foreign markets. Analysis of international competition.

Topic 6. Price and pricing strategy in international marketing

Specifics and types of prices in international marketing. Pricing strategies. Pricing Methodology in International Marketing. Features of price formation on world markets.

Topic 7. Commodity promotion in the system of international marketing

Formation of production distribution channels. Characteristics of international distribution channels. Vertical marketing systems.

Topic 8. International Marketing Communications

A complex of marketing communications. The process of forming a marketing communications system. Advertising in international marketing communications. Public Relations. Sales promotion in international marketing. Personal Selling.

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

Table 2

The list of practical studies

Topic name and/or task	Content
Topic 1.	Common features and differences between domestic and international marketing. Stages of development of international marketing
Topic 2.	Assessment of Ukraine's attractiveness for foreign investors. Analysis of the structure of domestic exports and imports of goods to Ukraine

Topic 3.	Assessment of attractiveness of markets and competitive positions.
Topic 4.	Segmentation of markets depending on the goals in the external market.
Topic 5.	Assessment of ways for domestic enterprises to enter foreign markets. Comparative characteristics of strategies for entering foreign markets
Topic 6.	The concept of world price, types of world prices. Transfer pricing. Formation of export prices.
Topic 7.	Product strategies in international marketing. The main factors influencing the choice of product strategy. Service policy in international marketing. Trademark, packaging and labeling in international marketing. Product life cycle in international trade.
Topic 8.	The main components of the communications complex. Features of international advertising activities. Public relations in the system of international communications. Promotion of sales of products.

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

Table 3

List of self-studies

Topic name and/or task	Content
Topics 1 - 8	Study of lecture material and processing of additional information on International marketing
Topics 1 - 8	Preparation for practical classes
Topics 1 - 6	Performance of individual tasks
Topics 4, 7	Presentation
Topics 4 - 8	Preparation for the colloquium

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, 3, 6), problem lecture (Topic 2, 4, 5, 7), lecture-provocation (Topic 8).

Practical (practical work (Topic 1 – 8), presentations (Topic 5, 7), creative task (Topic 3, 7))

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 lectures, practical and seminar classes and is aimed at checking the level of readiness of a students to perform a specific job and is evaluated by the sum of points scored:

– For courses with the form of semester control, credit: maximum amount – 100

points; minimum amount – 60 points.

The final control includes semester control and certification of the applicant for higher education.

Semester control is carried out in the form of a credit.

The final grade in the course is determined by summing up all the points obtained during the current control.

When teaching the course, the following control measures are used:

Current control: individual practical tasks (35 points), presentation presentation (35 points), current control (30 points).

Semester control: credit

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

RECOMMENDED LITERATURE

Main

1. Kobets, D., Terentieva, N., Shkvyria, N., Lysytsia, N. and Siemak, I. (2024). Digitalization and its Impact on the Development of Contemporary Marketing Strategies. Econ. Aff., 69(02): 1021-1040.

2. N. Lysytsia. Service Innovations Management Based On Emotional Intelligence In Ukraine /N. Lysytsia (0,3), M. Martynenko, Y. Byelikova, Y. Polyakova// Studies of Applied Economics. - 2020.- Vol 38, No 3 (1). DOI: 10.25115/eea.v38i4.3992 Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/24917>

3. N. Lysytsia, T. Prytychenko. Modern Trends of Pricing in Educational Services Market // Матеріали V науково-практичної конференції «Економічний розвиток і спадщина Семена Кузнеця», 26 - 27 листопада 2020, С. 320 – 322 https://skced2020.hneu.edu.ua/wp-content/uploads/2020/12/hneu-lystopad_-2020-pechat.pdf

4. Nadiia Lysytsia (Ukraine), Yuliya Byelikova (Ukraine), Maryna Martynenko (Ukraine), Tamara Prytychenko (Ukraine) Marketing and education: directions of distance learning development// Economics of Development, Volume 20, Issue 1, 2021p. 1-10 <https://www.businessperspectives.org/index.php/journals/economics-of-development/issue-384/marketing-and-education-directions-of-distance-learning-development>

5. Nadiia Lysytsia , Yuliya Byelikova Development of Marketing of Educational Services Based on Application of Netiquette Principles in Distance Learning // Development Management, Vol. 20, No. 1. 2022, pp.25-34 <http://repository.hneu.edu.ua/handle/123456789/28387>

Additional

6. Olesia Iastremska, Iryna Feshchur, Nadiia Lysytsia, Maryna Martynenko, Oksana Losheniuk. Social Media Marketing as a tool for promoting services and goods on the internet // Revista Amazonia Investiga , 12(67), 2023,p. 374-382 DOI: <https://doi.org/10.34069/AI/2023.67.07.32>

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Services Based on Application of Netiquette Principles in Distance Learning//Development Management, 20(1), 25-34. <https://devma.com.ua/en>

8. Martynenko, M., Lysytsia, N., Martynenko, A., Us, M. (2023). Design as a key factor in brand building: value congruence and brand identity through design. *Futurity Economics&Law*, 3(3). 31-47. <https://doi.org/10.57125/FEL.2023.09.25.02>

9. Kotler F. *Fundamentals of Marketing* / F. Kotler, G. Armstrong. - 5th ed. – K.: Dialectics, 2020. – 880 p.

10. Identifying new product and service export opportunities for South Africa using a decision support model / W. Viviers, L. Cuyvers, E. A. Steenkamp et al. // *International Business and Economics Research Journal*. – 2014. – Vol. 13(2). – P. 1403–1418.

11. Keegan W. *Global marketing* / W. Keegan, M. Green. – Boston : Pearson, 2017. – 236 p.

12. Nadiia Lysytsia (Ukraine), Yuliya Byelikova (Ukraine), Maryna Martynenko (Ukraine), Tamara Prytychenko (Ukraine) *Marketing and education: directions of distance learning development*// *Economics of Development*, Volume 20, Issue 1, 2021p. 1-10 <http://repository.hneu.edu.ua/handle/123456789/28388>

Information resources

13. Definition of Marketing [Електронний ресурс]: сайт Американської асоціації маркетингу URL: <http://www.ama.org/> (дата звернення 01.09.2023).