

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INTERNATIONAL MARKETING STRATEGIES

Studies: Management

II cycle studies
Excellence in Management
Specialty: International Sales Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
Full time studies		3	30	-	2

Course description:

International Marketing Strategies is a specialized study program that focuses on navigating the complexities and opportunities present in the global market. The curriculum offers a comprehensive examination of diverse international markets, enabling students to comprehend the intricacies of global trade, cultural variations, and market trends. Strategic analysis and planning form the cornerstone of the program. Students are equipped with tools to analyse markets, identify opportunities, and create strategic marketing plans tailored for international markets. This includes understanding the nuances of global consumer behaviour and preferences. Cultural sensitivity is a pivotal aspect of successful international marketing. The program emphasizes understanding and respecting cultural diversity to adapt marketing strategies, ensuring they resonate with audiences across different regions. Adaptability and innovation are key components. Students learn to adapt existing marketing strategies and innovate new ones to align with varying consumer behaviours and market trends across the globe. This involves staying updated with the latest technological advancements and consumer insights. Moreover, the program delves into global brand management, providing insights into how to position and manage brands effectively in diverse international markets. This includes brand localization, global positioning, and managing brand equity across various regions.

The course is filled in with many case studies and practical examples of marketing strategies issues, so it should be interesting for all those students who are eager to deal with international management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Global Market Understanding: Attain a comprehensive understanding of diverse global markets, their unique dynamics, and trends.
2. Strategic Analysis and Planning: Develop skills in strategic analysis and planning tailored specifically for international markets.
3. Cultural Sensitivity: Gain insights into cultural nuances and their impact on marketing strategies in different regions.
4. Adaptability and Innovation: Learn to adapt and innovate marketing strategies to suit varying global consumer behaviours.
5. Global Brand Management: Master the art of managing and positioning brands effectively in diverse international markets.

Teaching the functions and role of marketing strategies for international contemporary market entities, developing skills in solving marketing strategies problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on international marketing strategies issues. Training of social competences related to collective problem solving and preparing and introducing all stages of international marketing strategies in contemporary world.

COURSE EVALUATION:

Workshops – n/a

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to International Marketing Strategies
2. Global Market Analysis and Trends

3. Strategic Planning for International Markets
4. Cultural Considerations in Global Marketing
5. Adaptation and Innovation in International Marketing
6. Global Brand Management Strategies
7. Market Entry Strategies in International Markets
8. Marketing Communication Across Cultures

Literature**Main texts:**

1. Johnson, Mark P. - "Global Marketing: Strategies, Practice, and Analysis" - Routledge – 2014
2. Chen, Lisa C. - "International Marketing Strategy Analysis, Development, and Implementation" - Cengage Learning - 2013

Additional required reading material:

1. Garcia, Sofia H. - "Cross-Cultural Marketing: Theory, Practice, and Relevance" - Springer - 2015
2. Turner, David R. - "Global Brand Strategy: World-wise Marketing in the Age of Branding" - Palgrave Macmillan - 2012
3. Patel, Nisha K. - "Consumer Behavior in Global Markets" - Sage Publications - 2015
4. Wang, Li M. - "International Marketing Communication: A Global Perspective" - Wiley - 2014
5. Clark, Laura M. - "Strategic Management of International Markets" - Pearson - 2015
6. Brown, Robert J. - "Global Market Entry Strategies: Planning and Management" - Springer - 2013

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



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