

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: INTERNATIONAL MARKETING IN EUROPE					
Studies: Management 1 cycle studies Management Specialty: International Business And Tourism			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	24	20	3
Course description: The International Marketing in Europe programme offers a comprehensive exploration of marketing strategies and practices tailored specifically to the European market. It focuses on providing students with insights into the diverse and dynamic nature of European markets and the nuances inherent in marketing products and services across multiple countries within the continent. The curriculum encompasses an in-depth analysis of the European market landscape, including market structures, consumer behaviors, and economic trends prevalent in various European countries. It aims to equip students with a profound understanding of the differences and similarities among European markets, enabling them to tailor marketing strategies accordingly. Cultural adaptation and localization form crucial components of the programme, emphasizing the importance of understanding diverse cultural values, consumer behaviors, and preferences across different European regions. Students learn strategies to adapt marketing campaigns, product offerings, and communication approaches to resonate effectively with local audiences. The programme delves into exploring various market entry strategies specific to European markets, including modes such as exporting, joint ventures, franchising, and strategic alliances. It analyzes the opportunities and challenges associated with each entry mode, considering cultural, economic, and legal factors. Furthermore, it addresses the significant role of digital marketing in the European context, examining the impact of digital platforms, social media, and e-commerce on marketing practices within Europe. Lastly, students explore the regulatory and legal frameworks governing international marketing activities in Europe, ensuring compliance and ethical conduct in marketing endeavors. The course is filled in with many case studies and practical examples of international marketing in Europe problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding European Market Dynamics: To familiarize students with the unique characteristics, trends, and challenges of the European market. 2. Cultural Adaptation and Localization: To develop skills in adapting marketing strategies to diverse cultural nuances and preferences across European countries. 3. Exploring Market Entry Strategies: To analyze various market entry modes and strategies for successful penetration into European markets. 4. Digital Marketing in European Context: To understand the role of digital platforms and technologies in shaping marketing practices within Europe. 5. Analyzing Regulatory and Legal Aspects: To examine the regulatory frameworks and legal considerations impacting international marketing activities in Europe. Teaching the functions and role of international marketing in Europe for contemporary market entities, developing skills in solving international marketing in Europe problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on international marketing in Europe					

problems. Training of social competences related to collective problem solving and preparing and introducing all stages of international business negotiations in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

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:

The International Business Negotiations programme is designed to provide students with a comprehensive understanding of the intricate processes and strategies involved in negotiating international business deals across diverse cultural and geographical contexts. The curriculum delves into the nuances of cross-cultural negotiations, focusing on how cultural differences impact negotiation styles, communication patterns, and decision-making approaches. It emphasizes the importance of cultural sensitivity and adaptability in conducting successful negotiations with international partners. Students are trained in various negotiation skills and techniques essential for effective communication, persuasion, and conflict resolution in global business negotiations. They learn to navigate complex situations, handle differences in cultural norms and values, and develop strategies for mutually beneficial outcomes. The programme places significant emphasis on analyzing different international business contexts, such as multinational corporations, global trade agreements, and cross-border mergers and acquisitions. This includes studying the legal, economic, and political factors influencing negotiation dynamics. Cross-cultural communication forms a critical component of the curriculum, focusing on enhancing students' abilities to communicate effectively and build rapport with individuals from diverse cultural backgrounds. Furthermore, the programme equips students with strategic planning and decision-making skills

media, and e-commerce on marketing practices within Europe. Lastly, students explore the regulatory and legal frameworks governing international marketing activities in Europe, ensuring compliance and ethical conduct in marketing endeavors.

Main topics:

1. European Market Analysis and Trends
2. Cultural Adaptation and Localization Strategies in Europe
3. Market Entry Modes into European Markets
4. Digital Marketing Strategies for Europe
5. Regulatory and Legal Considerations in European Marketing

Literature

Main texts:

1. Hollensen, Svend - "Global Marketing: A Decision-Oriented Approach" - Pearson - 2021
2. Czinkota, Michael R., Ronkainen, Ilkka A. - "International Marketing" - Wiley - 2019
3. Doole, Isobel, Lowe, Robin - "International Marketing Strategy: Analysis, Development and Implementation" - Cengage Learning - 2019

Additional required reading material:

1. Keegan, Warren J., Green, Mark C. - "Global Marketing" - Pearson - 2019
2. Usunier, Jean-Claude, Lee, Julie Anne - "Marketing Across Cultures" - Pearson - 2018

Rules of the exams on subject (Assessments)

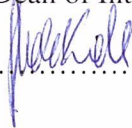
Lectures – Written exam (test and case study)

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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