

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INTERNATIONAL MARKETING IN EUROPE

Studies: Management

I cycle studies
Management
Specialty: Modern Business Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	24	20	5

Course description:

The study program on International Marketing in Europe is tailored to equip individuals with the knowledge and skills necessary to navigate the dynamic and diverse markets across Europe. It offers a comprehensive understanding of the intricacies and nuances of conducting successful marketing activities in a multicultural and multi-market environment. The curriculum begins by delving into the diverse European markets, exploring the cultural, economic, and legal landscapes that define each market. Understanding the cultural diversity and nuances within European countries is pivotal in developing effective marketing strategies tailored to different regions. Cross-cultural competence forms a significant aspect of the program, enabling students to comprehend and respect cultural differences while crafting marketing campaigns that resonate with diverse European audiences. It focuses on communication styles, consumer behavior, and preferences across various European regions. Moreover, the program covers a range of market entry strategies specific to European markets. Students will learn about market segmentation, targeting, and positioning strategies aligned with the complexities and opportunities presented by different European countries. Digital marketing trends and technologies relevant to European markets are emphasized. The program explores the latest advancements in online marketing and e-commerce specific to Europe, providing insights into leveraging digital platforms for effective market penetration. Understanding the importance of brand localization is another key aspect. Students will learn strategies for adapting and localizing brands to meet the varying needs and preferences of European consumers across different markets. Additionally, ethical considerations in international marketing practices within the European context will be discussed, ensuring responsible and culturally sensitive marketing strategies.

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

COURSE LEARNING OBJECTIVES:

1. Understanding European Markets: Develop a profound understanding of the diverse markets within Europe, including cultural, economic, and legal aspects.
2. Cross-Cultural Competence: Cultivate cross-cultural competence to effectively navigate and tailor marketing strategies for diverse European audiences.
3. Market Entry Strategies: Learn diverse market entry strategies specific to European markets, considering regional nuances and market complexities.
4. Digital Marketing Trends: Explore the latest digital marketing trends and technologies relevant to European markets for effective online outreach.
5. Brand Localization: Understand the importance of brand localization and adaptation to resonate with different European consumer behaviors and preferences.

6. Ethical Considerations: Address ethical challenges and considerations in international marketing practices within the European context, ensuring responsible marketing strategies. Teaching the functions and role of international marketing in Europe for contemporary market entities, developing skills in solving international marketing in Europe, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on international marketing in Europe. Training of social competences related to collective problem solving and preparing and introducing all stages of international marketing in Europe 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)

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Main topics:

1. European Market Analysis: Cultural, Economic, and Legal Aspects
2. Cross-Cultural Competence in European Marketing
3. Market Entry Strategies for European Markets
4. Digital Marketing Trends in Europe: SEO, social media, E-commerce
5. Brand Localization Strategies for European Consumers
6. Ethical Challenges in International Marketing in Europe
7. Consumer Behavior Analysis: European Markets

Literature

Main texts:

1. Cateora, Philip R., & Graham, John L. - "International Marketing" - McGraw-Hill Education (2018)
2. Doole, Isobel & Lowe, Robin - "International Marketing Strategy: Analysis, Development and Implementation" - Cengage Learning EMEA (2018)
3. Hollensen, Svend - "Global Marketing: A Decision-Oriented Approach" - Pearson (2017)
4. Usunier, Jean-Claude & Lee, Julie Anne - "Marketing Across Cultures" - Pearson (2018)
5. Czinkota, Michael R. & Ronkainen, Ilkka A. - "International Marketing" - Wiley (2018)

Additional required reading material:

1. Keegan, Warren J. & Green, Mark C. - "Global Marketing" - Pearson (2016)
2. Kotler, Philip & Armstrong, Gary - "Principles of Marketing" - Pearson (2017)
3. Fletcher, Richard & Crawford, H. - "International Marketing: An Asia-Pacific Perspective" - Pearson Australia (2017)
4. Cavusgil, S. Tamer et al. - "International Business: The New Realities" - Pearson (2017)

Rules of the exams on subject (Assessments)

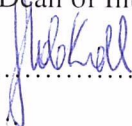
Lectures – Written exam (test and case study)

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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