

ENGLISH – SYLLABUS (GENERAL)

SUBJECT:

INTERNATIONAL AND GLOBAL MARKETING

Studies: Management

II cycle studies
Excellence in Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
Full time studies		3	24	16	5

Course description:

International and Global Marketing is a comprehensive field that delves into the complexities of marketing in an interconnected, globalized world. The study program offers a deep exploration of marketing strategies, consumer behaviour, market entry modes, and brand management in an international context.

Students learn how cultural, economic, political, and technological factors influence consumer behaviour and impact marketing strategies across different countries. They acquire an understanding of market nuances, allowing for the development of culturally sensitive marketing campaigns.

The program encompasses various aspects of global marketing strategies, emphasizing the development and execution of marketing plans tailored to different international markets. It covers market entry strategies, international distribution channels, and the complexities of global branding to ensure a unified brand image while catering to local preferences.

Digital and e-commerce strategies are a critical focus, enabling students to comprehend the role of digital technologies in global marketing. They learn to leverage digital tools for market penetration and brand building in international markets.

Moreover, the subject addresses ethical and sustainable marketing practices, highlighting the significance of responsible marketing and the growing demand for ethical considerations and sustainability in global business practices.

The curriculum integrates real-world case studies and projects that challenge students to analyse and develop international marketing strategies. Through these activities, students gain practical experience in navigating the complexities of the global marketplace.

Upon completion, students are equipped with the knowledge and skills necessary to develop and implement successful international marketing strategies, making them valuable assets in global business environment.

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

COURSE LEARNING OBJECTIVES:

- Cultural Sensitivity and Market Understanding: To develop an understanding of diverse cultures, consumer behaviours, and market dynamics in various countries and regions.
- Strategic Global Marketing Skills: To equip students with skills in formulating and executing marketing strategies that transcend borders, accounting for international regulations and market variances.
- Market Entry Strategies: To teach students various market entry modes such as exporting, franchising, joint ventures, and foreign direct investment, enabling them to evaluate and choose the most suitable entry method for different markets.

- Digital and E-commerce Expansion: To explore the role of digital technologies in global marketing, understanding e-commerce, and digital strategies for international market penetration.
- Brand Globalization and Positioning: To understand the nuances of global brand management, positioning strategies, and the challenges of establishing a consistent brand image across diverse cultures.
- Ethical and Sustainable Marketing Practices: To instil ethical considerations and sustainability in global marketing strategies, emphasizing the social and environmental impact of marketing decisions in a global context.

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

Creating presentations for the reports and written reports on international and global marketing problems. Training of social competences related to collective problem solving and preparing and introducing all stages of marketing management process 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 classes (multimedia, case study, individual and team workshops – projects of marketing research on chosen topic)

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Main topics:

1. "Introduction to International and Global Marketing" - Fundamentals and importance of international marketing in the global business landscape.
2. "Cultural Analysis and Consumer Behaviour in Global Markets" - Understanding cultural influences on consumer behaviour and their impact on marketing strategies.
3. "Global Market Entry Strategies" - Exploring various market entry modes and their applications in different international markets.
4. "Global Branding and Positioning Strategies" - Developing consistent global brand images while adapting to local market requirements.
5. "Digital Marketing in Global Context" - Leveraging digital tools and strategies for international market penetration and brand building.
6. "International Distribution and Logistics Management" - Understanding distribution channels and logistics in global markets.
7. "Ethical and Sustainable Global Marketing Practices" - Ethical considerations and sustainability in international marketing strategies.
8. "Market Segmentation and Targeting in Global Marketing" - Tailoring marketing strategies to diverse market segments across the globe.

Both lectures and classes cover all above.

Literature

Main texts:

1. Jean-Pierre Jeannet and H. David Hennessey, "Global Marketing Strategies", Cengage Learning, 2021
2. Svend Hollensen, "Global Marketing: A Decision-Oriented Approach", Pearson, 2022
3. Warren J. Keegan and Mark C. Green, "Global Marketing", Pearson, 2022

Additional required reading material:

1. Philip R. Cateora and John Graham, "International Marketing", McGraw-Hill Education, 2023
2. Michael R. Czinkota and Ilkka A. Ronkainen, "International Business: The New Realities", Pearson, 2023
3. S. Tamer Cavusgil, Gary Knight, and John Riesenberger, "International Business: The New Realities", Pearson, 2021

4. Johny K. Johansson and Ikujiro Nonaka, "Relentless Marketing: Change the Conversation", Routledge, 2020

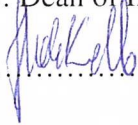
Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – homework, teamwork, case studies, discussions

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:


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