

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

MARKETING PLANNING AND MANAGEMENT IN INTERNATIONAL COMPANY

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	2	16	16	3

Course description:

Marketing Management is a comprehensive study program designed to equip students with the skills necessary to navigate the ever-evolving landscape of marketing. It encompasses a strategic approach that amalgamates market analysis, consumer behaviour insights, brand management, and integrated marketing communication. Marketing Planning and Management in the International company is a specialized programme that focuses on the complexities and opportunities presented by international and global markets. The curriculum is designed to equip students with an in-depth understanding of various international markets, cultural influences, and the impact these have on marketing strategies. Students delve into strategic planning methodologies, understanding how to create, implement, and adapt marketing plans for diverse global audiences. Consumer behaviour analysis across different cultural contexts is a key component of the program. Students learn to analyse and interpret consumer behaviours, preferences, and purchasing patterns, enabling them to develop targeted and effective marketing strategies. Managing global brands poses unique challenges, and this program emphasizes strategies for brand management in an international context. From brand adaptation to global positioning, students learn the intricacies of managing brands across different markets. Cross-cultural communication skills are vital in the international marketing landscape. The curriculum focuses on honing communication techniques that effectively resonate with varied audiences, taking into account linguistic, cultural, and social nuances. Students delve into understanding market dynamics, analysing consumer behaviour, and strategizing marketing plans that resonate with the target audience. The program emphasizes the development of strategic thinking among students, nurturing their ability to tackle real-time marketing challenges and make decisions that align with organizational objectives. A consumer-centric approach forms the core, enabling students to interpret and anticipate consumer needs, thus crafting marketing strategies that effectively capture their attention and loyalty. Managing brands and products in today's competitive market is a significant aspect of this program. Students learn how to position and manage brands effectively, as well as drive product success through well-crafted marketing campaigns. Moreover, the curriculum provides a robust understanding of market analysis and research methodologies, enabling students to gather and interpret data to make informed marketing decisions. Integrated marketing communication is also a focal point, teaching students how to synchronize diverse marketing channels for a consistent brand message across various platforms. The course is filled in with many case studies and practical examples of sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding International Markets: Gain insights into diverse global markets, their dynamics, and cultural nuances impacting marketing strategies.

2. Strategic Marketing Planning: Develop skills in crafting effective marketing plans tailored for international markets.
3. Consumer Behaviour Analysis: Understand varied consumer behaviours across cultures and demographics for targeted marketing.
4. Global Brand Management: Learn to manage and adapt brand strategies in diverse international markets.
5. Cross-Cultural Communication: Acquire effective cross-cultural communication skills for successful international marketing campaigns.
6. Strategic Thinking: Develop strategic marketing thinking for problem-solving and decision-making in dynamic market scenarios.
7. Consumer-Centric Approach: Focus on understanding consumer behaviour and preferences to tailor effective marketing strategies.
8. Brand and Product Management: Gain expertise in managing brands and products through effective marketing campaigns.
9. Market Analysis and Research: Acquire skills in market analysis and research methodologies to make informed marketing decisions.
10. Integrated Marketing Communication: Learn to harmonize diverse marketing channels to convey a cohesive brand message to consumers.

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

Creating presentations for the reports and written reports on marketing management problems. Training of social competences related to collective problem solving and preparing and introducing all stages of 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 case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to International Marketing Planning and management
2. International Market Analysis and Research
3. Strategic Marketing Planning for International Markets
4. Consumer Behaviour in international Contexts
5. Global Brand Management Strategies
6. Strategic Marketing Planning
7. Cross-Cultural Communication in Marketing
8. Integrated Marketing Communication

Literature**Main texts:**

1. Smith, John A. - "Marketing Management: Analysis, Planning, Implementation, and Control" - Pearson - 2014
2. Chen, Lisa C. - "Strategic Marketing Management: The Framework for Growth and Development" - McGraw-Hill Education - 2013
3. Gupta, Rahul S. - "Marketing Analytics: Data-Driven Techniques with Microsoft Excel" - Wiley - 2014
4. Clark, Laura M. - "Integrated Marketing Communication: Creative Strategy from Idea to Implementation" - Routledge - 2015
5. Patel, Anika R. - "Consumer-Centric Marketing: Strategies for Sustainable Business Growth" - Palgrave Macmillan - 2015
6. Wong, Michael T. - "Brand Management and Marketing of Products" - Springer - 2012

Additional required reading material:

1. Johnson, Mark P. - "Global Marketing: Foreign Entry, Local Marketing, and Global Management" - Routledge - 2014
2. Chen, Wei L. - "International Marketing Strategy Analysis, Development, and Implementation" - Cengage Learning - 2013
3. Garcia, Sofia H. - "Cross-Cultural Marketing: Theory, Practice, and Relevance" - Springer - 2015
4. Turner, David R. - "Global Brand Strategy: World-wise Marketing in the Age of Branding" - Palgrave Macmillan - 2012
5. Patel, Nisha K. - "Consumer Behavior in Global Markets" - Sage Publications - 2015
6. Wang, Li M. - "International Marketing Communication: A Global Perspective" - Wiley - 2014

Rules of the exams on subject (Assessments)

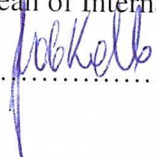
Lectures – Written exam (test and case study)

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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