

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT: MARKETING STRATEGIES IN CEE MARKETS					
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	20	16	5
Course description: The Marketing Strategies in Central and Eastern European (CEE) Markets programme offers a comprehensive exploration of the unique characteristics and complexities of marketing within the diverse CEE region. It focuses on providing students with a profound understanding of the distinctive market dynamics, cultural intricacies, and strategic approaches essential for successful marketing endeavors in CEE countries. The curriculum delves into a thorough analysis of the economic, social, and political landscapes across CEE countries, aiming to equip students with insights into market variations, consumer behaviors, and industry trends prevalent in these dynamic markets. Cultural and linguistic diversity within the CEE region forms a significant aspect of the programme, emphasizing the need to understand and navigate various cultural values, traditions, and languages influencing consumer preferences and purchasing behaviors. Students explore various market entry tactics tailored to the CEE markets, including modes such as direct investment, strategic partnerships, franchising, and export strategies. The programme emphasizes the evaluation of opportunities and challenges inherent in each market entry mode. Furthermore, the curriculum addresses the role of digital marketing and online channels in the CEE region, examining how digital platforms and social media impact consumer engagement and marketing strategies. Moreover, the programme covers strategies to adapt marketing communication and messaging to effectively connect with diverse audiences across CEE countries. Additionally, it provides insights into the legal and regulatory frameworks affecting marketing activities, ensuring compliance and ethical conduct within CEE markets. The course is filled in with many case studies and practical examples of Marketing strategies in CEE markets 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 CEE Market Dynamics: To comprehend the diverse and evolving market conditions, trends, and consumer behaviors across Central and Eastern European (CEE) countries. 2. Analyzing Cultural and Linguistic Diversity: To explore the cultural nuances, languages, and societal factors influencing consumer preferences and marketing strategies in the CEE region. 3. Developing Market Entry Tactics: To identify and devise effective market entry strategies and approaches tailored specifically to the CEE markets. 4. Digital Marketing in CEE: To understand the role and impact of digital platforms, social media, and online channels in marketing strategies within CEE countries. 5. Adapting Marketing Communication: To learn how to adapt marketing communication and messaging to resonate with diverse audiences in the CEE region. 6. Addressing Regulatory and Legal Challenges: To navigate and comprehend the legal and regulatory landscapes affecting marketing activities in CEE countries. 					

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

Creating presentations for the reports and written reports on Marketing strategies in CEE markets problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Marketing strategies in CEE markets 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 Marketing Strategies in Central and Eastern European (CEE) Markets programme offers a comprehensive exploration of the unique characteristics and complexities of marketing within the diverse CEE region. It focuses on providing students with a profound understanding of the distinctive market dynamics, cultural intricacies, and strategic approaches essential for successful marketing endeavors in CEE countries. The curriculum delves into a thorough analysis of the economic, social, and political landscapes across CEE countries, aiming to equip students with insights into market variations, consumer behaviors, and industry trends prevalent in these dynamic markets. Cultural and linguistic diversity within the CEE region forms a significant aspect of the programme, emphasizing the need to understand and navigate various cultural values, traditions, and languages influencing consumer preferences and purchasing behaviors. Students explore various market entry tactics tailored to the CEE markets, including modes such as direct investment, strategic partnerships, franchising, and export strategies. The programme emphasizes the evaluation of opportunities and challenges inherent in each market entry mode.

Furthermore, the curriculum addresses the role of digital marketing and online channels in the CEE region, examining how digital platforms and social media impact consumer engagement and marketing strategies. Moreover, the programme covers strategies to adapt marketing communication and messaging to effectively connect with diverse audiences across CEE countries. Additionally, it provides insights into the legal and regulatory frameworks affecting marketing activities, ensuring compliance and ethical conduct within CEE markets.

Main topics:

1. Overview of CEE Market Dynamics
2. Cultural Diversity and Consumer Behavior in CEE
3. Market Entry Strategies for CEE Markets
4. Digital Marketing Strategies in CEE
5. Adapting Marketing Communication in CEE
6. Legal and Regulatory Challenges in CEE Marketing

Literature

Main texts:

1. Kotler, Philip, Keller, Kevin Lane - "Marketing Management" - Pearson - 2021
2. Hollensen, Svend - "Global Marketing: A Decision-Oriented Approach" - Pearson - 2021
3. Doole, Isobel, Lowe, Robin - "International Marketing Strategy: Analysis, Development and Implementation" - Cengage Learning - 2019
4. Kotler, Philip, Bowen, John T., Makens, James C. - "Marketing for Hospitality and Tourism" - Pearson - 2017
5. Cateora, Philip R., Gilly, Mary C., Graham, John L. - "International Marketing" - McGraw-Hill Education - 2018

Additional required reading material:

1. Czinkota, Michael R., Ronkainen, Ilkka A. - "International Marketing" - Wiley - 2019
2. Usunier, Jean-Claude, Lee, Julie Anne - "Marketing Across Cultures" - Pearson - 2018
3. Jobber, David, Ellis-Chadwick, Fiona - "Principles and Practice of Marketing" - McGraw-Hill Education - 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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