

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

MARKETING STRATEGIES IN CEE MARKETS

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 Marketing Strategies in Central and Eastern European (CEE) Markets aims to equip individuals with specialized knowledge and skills required to navigate and excel in the unique markets of this region. This interdisciplinary program combines elements from marketing, economics, cultural studies, and international business to provide a comprehensive understanding of CEE markets. The curriculum begins by exploring the diverse socio-cultural landscapes of CEE countries. Understanding the cultural nuances, historical backgrounds, and behavioral patterns of consumers in these markets is crucial for developing effective marketing strategies. Students will be trained in conducting comprehensive market analyses specific to CEE countries. This includes identifying market trends, consumer behaviours, competitive landscapes, and regulatory frameworks, providing the foundation for strategic decision-making. The program emphasizes the development of customized marketing strategies tailored to the diverse consumer preferences and behaviors within CEE markets. It covers various aspects such as product localization, pricing strategies, distribution channels, and promotional activities specific to this region. Moreover, it focuses on digital marketing expertise, providing insights into leveraging digital platforms and technologies relevant to CEE markets for effective online marketing and customer engagement. Understanding the regulatory environments and legal frameworks of CEE countries is crucial. The curriculum addresses the legal considerations necessary for successful and compliant marketing activities within these markets.

The course is filled in with many case studies and practical examples of Marketing Strategies in CEE Markets 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:

1. Comprehensive Understanding: Develop a deep understanding of the socio-cultural, economic, and political landscapes of Central and Eastern European (CEE) markets.
2. Market Analysis: Gain skills in conducting thorough market analyses specific to CEE countries to identify opportunities and challenges for marketing strategies.
3. Customized Strategy Development: Learn to develop tailored marketing strategies that consider the diverse consumer behaviors and preferences within CEE markets.
4. Digital Marketing Expertise: Acquire knowledge of digital marketing trends and technologies relevant to CEE markets for effective online presence and outreach.
5. Adaptation to Regulatory Frameworks: Understand the regulatory frameworks and legal environments of CEE countries to ensure compliance in marketing activities.
6. Ethical Considerations: Address ethical considerations in marketing strategies within CEE markets, maintaining cultural sensitivity and responsible practices.

Teaching the functions and role of Marketing Strategies in CEE Markets for contemporary market

entities, developing skills in solving Marketing Strategies in CEE Markets, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Marketing Strategies in CEE Markets. 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:

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Understanding the regulatory environments and legal frameworks of CEE countries is crucial. The curriculum addresses the legal considerations necessary for successful and compliant marketing activities within these markets.

Main topics:

1. Overview of Central and Eastern European Markets: Socio-Cultural and Economic Factors
2. Market Analysis Techniques for CEE Countries: Consumer Behavior and Trends
3. Customized Marketing Strategies for CEE Markets: Product, Price, Place, and Promotion
4. Digital Marketing Trends and Technologies in CEE Markets
5. Regulatory Frameworks and Legal Considerations in CEE Marketing Activities
6. Ethical Challenges and Responsible Marketing Practices in CEE Markets

Literature

Main texts:

1. Kolb, Bonita & Kolb, David A. - "Marketing Research for Non-profit, Community, and Creative Organizations" - Routledge (2018)
2. Paliwoda, Stanley J. & Slater, Jim - "The Management of International Marketing: A Contemporary Perspective" - Routledge (2017)

Additional required reading material:

1. Svetlik, Ivan & Svihlikova, Ivana - "Central and Eastern Europe in Transition: The Impact of the Opening of Western Europe" - Routledge (2018)
2. Zou, Shaoming & Cavusgil, S. Tamer - "International Marketing: The New Realities" - Routledge (2018)
3. Muda, Mohd Zamri & Adzharuddin, Nor Azura - "Marketing Research: Practices, Applications, and the Future" - Springer (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:



KATOWICE BUSINESS UNIVERSITY
Harcerzy Września 1939 nr 3
40-659 Katowice, Poland
tel. +48 32 35 70 603/643
www.akademiagornoslaska.pl (1031)