

ENGLISH – SYLLABUS (SPECIALTY)					
SUBJECT:					
MARKETING STRATEGIES IN CEE MARKETS					
Studies: Management I cycle studies Management Specialty: Psychology In Business			Faculty: Management		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	5	20	16	5
Course description: <p>The Marketing Strategies in Central and Eastern European (CEE) Markets program is designed to provide in-depth insights into the complexities and intricacies of marketing within the diverse CEE region. This program focuses on understanding the unique economic, cultural, and consumer behavior dynamics prevalent in these markets. Students will delve into the distinctive characteristics of the CEE markets, including the diversity among countries in terms of economic development, cultural influences, regulatory environments, and consumer behaviors. Understanding these nuances is essential for formulating effective marketing strategies. The curriculum emphasizes various market entry strategies tailored for CEE markets. It covers modes such as exporting, joint ventures, strategic alliances, and direct investment, while also exploring the challenges and opportunities associated with each strategy. Students will explore the adaptation of marketing mix elements (product, price, place, promotion) to suit the preferences and needs of consumers in CEE markets. Special attention will be given to cultural sensitivity, localization, and customization of marketing strategies to resonate with diverse consumer segments across CEE countries. Consumer behavior analysis within the CEE region is a key component of the program. Students will examine factors influencing purchasing decisions, consumption patterns, and evolving trends to formulate targeted marketing strategies. The role of digital marketing in the CEE context will be highlighted, focusing on leveraging digital platforms and technologies for effective marketing campaigns specific to these markets. Additionally, the program will cover competitive analysis, enabling students to identify competitors and develop strategies to position products or services effectively in the CEE markets. Ethical considerations in marketing practices within these markets will also be explored.</p> <p>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.</p>					
COURSE LEARNING OBJECTIVES: <ol style="list-style-type: none"> 1. Understanding CEE Market Dynamics: To comprehend the unique economic, cultural, and consumer behavior aspects specific to Central and Eastern European (CEE) markets. 2. Exploring Market Entry Strategies: To analyze different market entry modes and strategies suitable for CEE markets. 3. Adapting Marketing Mix: To learn to tailor marketing strategies, product positioning, pricing, distribution, and promotion to suit CEE market preferences. 4. Cultural Sensitivity and Localization: To emphasize cultural nuances and localization of marketing campaigns for diverse CEE markets. 5. Consumer Behavior in CEE: To understand consumer behavior patterns, preferences, and trends in the CEE region. 6. Digital Marketing in CEE: To explore the role of digital technologies and online platforms in marketing strategies specific to CEE markets. 					

7. Competitive Analysis: To conduct competitive analysis and develop strategies to gain a competitive edge in CEE markets.
8. Ethical Considerations: To address ethical implications and considerations specific to marketing practices in CEE markets.

Teaching the functions and role of Marketing strategies in CEE markets for contemporary market entities, developing skills in solving Marketing strategies in CEE markets 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:

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Main topics:

1. Overview of Central and Eastern European (CEE) Markets
2. Market Entry Strategies for CEE Markets
3. Adaptation of Marketing Mix in CEE Markets
4. Cultural Sensitivity and Localization in Marketing
5. Consumer Behavior Analysis in CEE Markets
6. Digital Marketing Strategies in CEE
7. Competitive Analysis and Strategy in CEE Markets
8. Ethical Marketing Practices in CEE Regions

Literature

Main texts:

1. Levitt, Theodore - "Marketing Myopia" - Harvard Business Review Press - 2019
2. Kotler, Philip, Keller, Kevin Lane - "Marketing Management" - Pearson - 2018
3. Srinivasan, Shaker R. - "Marketing Metrics: The Definitive Guide to Measuring Marketing Performance" - Pearson - 2018
4. Hollensen, Svend - "Global Marketing: A Decision-Oriented Approach" - Pearson - 2019

Additional required reading material:

1. Paley, Norton - "Understanding Central and Eastern European Markets: An Introduction" - Routledge - 2019
2. Burrow, James L. - "Marketing" - Cengage Learning - 2018

Rules of the exams on subject (Assessments)

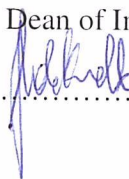
Lectures – Written exam (test and case study)

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
Harczy Września 1939 nr 3
40-659 Katowice, Poland
tel. +48 32 35 70 603/643
www.akademiagornoslaska.pl (1921)