

Course name: International Marketing

ECTS	6
Course status	Erasmus elective course
Course final assessment /evaluation of outcomes	exam
Prerequisite	knowledge of English at b2 level

Main field of study:

Educational profile	general academic
Code of studies and education level	bachelor/master
Semester of studies	summer
Language of instruction	English

Course offered by:

Name of faculty offering the course	Faculty of Agriculture and Economics
Name of department offering the course	Department of Management and Economics of Enterprises
Course coordinator	Elena Horska

Learning outcomes:

Symbol of outcome	Description of the learning outcome	Reference to main field of study outcomes	Area symbol*
KNOWLEDGE – student knows and understands			
IMA_W1 IMA_W2 IMA_W3 IMA_W4	- international market environment and diverse needs of local, regional and global customers, - key approaches to adaptation, standardization and glocalization, - market opportunities in different regions of the world, - principles of implementing an international marketing program in companies operating internationally	ZA1_W01 ZA1_W04 ZA1_W15	SZ
SKILLS – student is able to:			
IMA_U1 IMA_U2	- research, analyse, synthesise and evaluate information and business problems from the international market environment, - apply the decision-making process to the appropriate mode of entry, country selection and implement an international marketing programme	ZA1_U01 ZA1_U14	SZ
SOCIAL COMPETENCIES – student is ready to:			
IMA_K1 IMA_K2	- update their knowledge of marketing, - use the knowledge gained to solve problems, make decisions and prepare public speeches	ZA1_K01 ZA1_K04	SZ

Teaching contents

Lectures	30 hours
Topics	<ol style="list-style-type: none"> 1. Introduction to managerial economics - market analysis, company objectives 2. Principles of market structure - supply and demand formation, interactions between market forces market forces 3. Managerial decisions in competitive markets - characteristics of competition perfect/imperfect competition, managerial decisions in firms with high market power 4. Production analysis - production in economics, production possibility curve, production function, types of production function 5. Financial statement analysis - financial statement analysis tools, statements of comparative statements, balance sheet, profit and loss account, cash flow statement 6. Cost analysis - short term, long term, types of costs 7. Relationships between profit, production volume, price and costs, break-even analysis break-

	even analysis 8. Financial and economic analysis - evaluation of indicators - ex post, ex ante 9. Basic concepts, business calculation system, costing methods, costing units, calculation items, tasks units, calculation items, calculation tasks 10. Activity based costing method 11. Pricing decisions and strategies - Selection of a valuation method - Characteristics of different valuation methods, procedure for the selection of a method 12. Presentation of projects 13. Presentation of projects
Accomplished learning outcomes	IMA_W1, IMA_W2, IMA_W3, IMA_W4, IMA_U1, IMA_U2, IMA_K1, IMA_K2
Means of verification, rules and criteria of assessment	Active participation in classes, project presentation and panel discussion, written exam

References:

Basic	Cateora P.R., Gilly M.C., Graham J.L. 2011. International Marketing. International edition: McGraw – Hill. Horska E. i inni. 2014. International Marketing: Within and Beyond Visegrad Borders, Wydawnictwo Episteme, Kraków.
Supplementary	Bielik P., Klepacki B., Kvasha S. 2008. Agricultural Markets and Trade: Evidence and Perspectives of V4 and its neighbour - Ukraine.

Structure of learning outcomes

Area of academic study: S	6 ECTS
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Structure of student activity

Contact hours	35	hrs	1,4 ECTS**
Including:			
lectures	30	hrs	
classes and seminars		hrs	
consultations	3	hrs	
participation in research		hrs	
obligatory traineeships		hrs	
participation in examination	2	hrs	
e-learning		hrs	ECTS**
student own work	115	hrs	4,6 ECTS**

*Areas of academic study in the fields of: H- humanities; S - social studies; P – biological sciences; T – technological sciences; M- medical, sport and health sciences; R – Agricultural, forestry and veterinary sciences; A – the arts

** stated with an accuracy to 0.1 ECTS, where 1 ECTS = 25 - 30 hours of classes