

**DESCRIPTION OF THE COURSE OF STUDY  
FOR EXCHANGE STUDENTS**

<b>Kod przedmiotu</b>	0413.3ZARZ2.B/C18.MAR	
<b>Name of the course in</b>	English	<i>International Marketing</i> Marketing międzynarodowy
	Polish	

**1. LOCATION OF THE COURSE OF STUDY WITHIN THE SYSTEM OF STUDIES**

<b>1.1. Field of studies</b>	Management
<b>1.2. Form of studies</b>	Full Time / Part Time
<b>1.3. Level of studies</b>	II degree (Master Degree)
<b>1.4. Profile of studies</b>	Academic
<b>1.5. Person responsible for the card</b>	Marcin Szpli, PhD
<b>1.6. Kontakt</b>	marcin.szpli@ujk.edu.pl

**2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY**

<b>2.1. Language</b>	English, Polish
<b>2.2. Prerequisites</b>	-

**3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY**

<b>3.1. Form of classes</b>	Lecture, practical classes	
<b>3.2. Place of classes</b>	Lecture and practical classes at University	
<b>3.3. Form of assessment</b>	Lecture: exam, practical classes: graded credit	
<b>3.4. Didactic methods</b>	Lecture: giving method using multimedia presentation; Classes: case study - searching for solutions to problems, discussion, engaging students in the exchange of observations and conclusions;	
<b>3.5. Literature</b>	<b>Basic</b>	1. Oczkowska R., Wiktor W.J., Żbikowska A., Marketing międzynarodowy Zarys problematyki, Warszawa, PWE 2017..
	<b>Additional</b>	1. Hauke-Lopes A., Ratajczak-Mrozek M., Soniewicki M., Wiczerzycki M. (red.), Marketing międzynarodowy - wyzwania dla przedsiębiorstw. Studia przypadków i zadania, Poznań, Wydawnictwo UE Poznań 2018..

**4. OBJECTIVES, SYLLABUS CONTENT**

<p><b>4.1. Subject objectives</b></p> <p><b>Lecture:</b></p> <p><b>C1. Knowledge</b> - Assessment of the impact of the foreign environment on the activities of enterprises..</p> <p><b>C2. Skills</b> - Identification of the specificity of marketing tools (product, price, distribution, promotion) and designs their strategy on the international market.</p> <p><b>C3. Social competences</b> - Understanding the social aspect of international marketing.</p> <p><b>Practical classes:</b></p> <p><b>C1. Knowledge</b> - Characterizes the influence of the foreign environment on marketing activities undertaken there.</p> <p><b>C2. Skills</b> - Designing product strategy, price, promotion and distribution on the international market.</p> <p><b>C3. Social competences</b> - Sensitization to the social nature of marketing processes</p>
<p><b>4.2. Detailed syllabus</b></p> <p><b>Lecture:</b></p> <ol style="list-style-type: none"> <li>1. The essence and scope of international marketing.</li> <li>2. Influence of the foreign environment on the company's marketing activities.</li> <li>3. Behavior of the buyer on the international market (specificity of the B2B market).</li> <li>4. Affiliate marketing on the international market.</li> <li>5. Strategies of enterprises entering foreign markets.</li> <li>6. Organization and technique of foreign trade.</li> </ol> <p><b>Classes:</b></p> <ol style="list-style-type: none"> <li>1. Segmentation of international markets.</li> <li>2. Affiliate marketing on the global market.</li> <li>3. International Distribution.</li> <li>4. Building a brand in an international environment.</li> <li>5. Studying the reach of international advertising.</li> <li>6. Research on the effectiveness of the promotional message in the international environment.</li> </ol>

#### 4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of <b>KNOWLEDGE</b> :		
W01	understands the problems and conditions of marketing against the background of the processes of internationalization of enterprises. He has knowledge of marketing strategies.	ZARZ2A_W13
W02	knows modern concepts and tools of cooperation and competition between enterprises on the international and global market	ZARZ2A_W13
in terms of <b>SKILLS</b> :		
U01	Has the ability to apply and distinguish various marketing concepts and instruments	ZARZ2A_U11
U02	is able to assess the impact of the environment on management phenomena and processes, as well as prepare and make management decisions, especially strategic ones.	ZARZ2A_U08
In terms of <b>SOCIAL COMPETENCES</b> :		
K01	Ability to discuss and work in a group	ZARZ2A_K02

#### Ways of verifying the achievement of the learning outcomes in question

Learning outcome	Way of verifying (+/-)																	
	Written exam			Project			Case study			Presentation			Activity during classes			Team work		
	Form of classes			Form of classes			Form of classes			Form of classes			Form of classes			Form of classes		
	W	C	e-learning	W	C	.	W	C	.	W	C	...	W	C	.	W	C	...
W01	+				+												+	
W02	+				+												+	
U01	+				+													
U02	+				+													
K01														+				

#### 4.5. Criteria for assessing the degree of achievement of learning outcomes

Form of classes	Grade	Assessment criteria
Lecture	3	Passed the written exam at the level of 50-60% of the maximum possible number of points.
	3,5	Passed the written exam at the level of 61-70% of the maximum possible number of points
	4	Passed the written exam at the level of 71-80% of the maximum possible number of points
	4,5	Passed the written exam at the level of 81-90% of the maximum possible number of points
	5	Passed the written exam at the level of 91-100% of the maximum possible number of points
Practical classes	3	In total, obtained 50-60% of the maximum number of points possible from the project, group work and active participation in classes
	3,5	In total, obtained 61-70% of the maximum number of points possible from the project, group work and active participation in classes
	4	In total, obtained 71-80% of the maximum number of points possible from the project, group work and active participation in classes
	4,5	In total, obtained 81-90% of the maximum number of points possible from the project, group work and active participation in classes
	5	In total, obtained 91-100% of the maximum number of points possible from the project, group work and active participation in classes

#### 4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/	35	25
Participation in lectures	15	10
Participation in practical classes	15	10
Participation in the exam	2	2
Consultancy	3	3

<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	<b>15</b>	<b>25</b>
<i>Preparation to the practical classes</i>	5	10
<i>Preparation to the exam</i>	5	10
<i>Gathering materials to the project</i>	5	5
<b>TOTAL HOURS</b>	<b>50</b>	<b>50</b>
<b>ECTS Credits</b>	<b>2</b>	<b>2</b>