

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

Kod przedmiotu	0413.3ZARZ2.D2.SMR	
Name of the course in	English	<i>Marketing Strategies on International Markets</i> Strategie marketingowe na rynkach międzynarodowych
	Polish	

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

1.1. Field of studies	Management
1.2. Form of studies	Full Time / Part Time
1.3. Level of studies	II degree (Master Degree)
1.4. Profile of studies	Academic
1.5. Person responsible for the card	Kamil Wiśniewski, PhD
1.6. Kontakt	kamil.wisniewski@ujk.edu.pl

2. GENERAL CHARACTERISTICS OF THE COURSE OF STUDY

2.1. Language	English, Polish
2.2. Prerequisites	-

3. DETAILED CHARACTERISTICS OF THE COURSE OF STUDY

3.1. Form of classes	Lecture, practical classes	
3.2. Place of classes	Lecture and practical classes at University	
3.3. Form of assessment	Lecture: exam, practical classes: graded credit	
3.4. Didactic methods	Lecture, discussion, use of technical teaching aids, case study analysis, group projects	
3.5. Literature	Basic	1. Potwora D., Potwora W., Innowacje a strategie marketingowe przedsiębiorstw, Difin, Warszawa 2020.
	Additional	1. Grzegorz W., Szymańska K., Strategie marketingowe polskich przedsiębiorstw na rynkach zagranicznych: studia przypadków, Wydawnictwo Uniwersytetu Łódzkiego, Łódź 2018. 2. Trojanowski T., Marketing mix of food industry enterprises, Uniwersytet Jana Kochanowskiego w Kielcach. Filia w Piotrkowie Trybunalskim, Piotrków Trybunalski 2020.

4. OBJECTIVES, SYLLABUS CONTENT

<p>4.1. Subject objectives</p> <p>Lecture:</p> <p>C1. Knowledge – Knowledge of key solutions used in brand management.</p> <p>C2. Skills – The ability to choose the right solutions for brand management</p> <p>C3. Social competences – Awareness of the social aspects of the promotion strategy.</p> <p>Practical classes:</p> <p>C1. Knowledge – Knowledge of the brand creation and management process.</p> <p>C2. Skills – Ability to create promotion strategies based on the results of quantitative and qualitative research.</p> <p>C3. Social competences – Awareness of the possible social consequences of implementing specific promotion strategies.</p> <p>4.2. Detailed syllabus</p> <p>Lecture:</p> <ol style="list-style-type: none"> 1. Types of marketing strategies that can be implemented on international markets. 2. Research of foreign markets for the purposes of creating marketing strategies. 3. Product policy in foreign markets. 4. Pricing policy on the foreign market. 5. Distribution policy on the foreign market. 6. Company promotion policy on the international market. 7. Marketing-mix and internationalization of marketing activities of enterprises. <p>Practical classes:</p> <ol style="list-style-type: none"> 1. Designing a marketing strategy on international markets. 2. Determinants of effective implementation of marketing strategy on international markets. 3. Case studies of marketing strategies used by organizations on international markets. 4. Measuring the effectiveness of marketing strategies used on international markets..

4.3. Subjects' learning outcomes

LO	A student who has passed a subject	Reference to directional learning outcomes
In terms of KNOWLEDGE :		
W01	has knowledge of marketing strategies on international markets.	ZARZ2A_W05
W02	knows how to create and develop marketing strategies dedicated to international markets.	ZARZ2A_W13
in terms of SKILLS :		
U01	is able to develop the concept of a marketing strategy in the international dimension	ZARZ2A_U11
U02	knows how to plan the implementation of a marketing strategy in the international dimension.	ZARZ2A_U11
In terms of SOCIAL COMPETENCES :		
K01	understands the social aspects of applying marketing strategies on international markets.	ZARZ2A_K01

Ways of verifying the achievement of the learning outcomes in question

Learning outcome	Way of verifying (+/-)																	
	Test			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	...	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	Obtaining 50 - 59% of test points.
	3,5	Obtaining 60 - 69% of test points.
	4	Obtaining 70 - 79% of test points.
	4,5	Obtaining 80 - 89% of test points.
	5	Obtaining 90 - 100% of test points.
Practical classes	3	Obtaining 50 - 59% of project points
	3,5	Obtaining 60 - 69% of project points
	4	Obtaining 70 - 79% of project points
	4,5	Obtaining 80 - 89% of project points
	5	Obtaining 90 - 100% of project points

4. ECTS POINTS BALANCE - STUDENT WORKLOAD

Category	Student workload	
	Full time studies*	Part time studies*
<i>NUMBER OF HOURS IMPLEMENTED WITH DIRECT PARTICIPATION OF THE TEACHER /CONTACT HOURS/</i>	47	22
<i>Participation in lectures</i>	30	10
<i>Participation in practical classes</i>	15	10
<i>Participation in test</i>	2	2
<i>STUDENT'S INDEPENDENT WORK /NON-CONTACT HOURS/</i>	28	53
<i>Preparation for the lecture</i>	5	10
<i>Preparation for practical classes</i>	5	13
<i>Preparation to the test</i>	18	30
TOTAL HOURS	75	75
ECTS Credits	3	3