

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “International Marketing Planning”

DEGREE PROGRAMME: International Business; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5;

TOTAL STUDENT WORKLOAD: 240 h.; incl. curricular 75 h.

CREDITS: 8

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	165	

Prepared by:

1.
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2.
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3.
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Head of department:
„Marketing“ (Prof.Dr. Evgeni Stanimirov)

I. ANNOTATION

This course will help students to understand the global marketing process and the challenges that an international marketer faces finding opportunities to grow outside the home country in the dynamic international trade environment of the 21st Century. The aim of the course is to enable students to identify global business opportunities and develop international marketing plans and strategies. During the course many aspects of marketing management such as international market opportunities, market entry strategies, and the development and implementation of marketing programs, some of which are international in nature will be discussed. The main focus of the course is placed on the enhanced difficulties involved with the marketing decision variables when operating in an overseas environment. That is why the students will be taught to observe and understand how cultures, history, political environments, the international legal environment, international economic arrangements, technical standards and currency movements interact with the marketing mix.

By course completion, students should be able to: 1/ Understand the current international economic and political environment; 2/ Understand the basic components of marketing strategy and tactics; 3/ Understand the integration between demand and supply management in an international context; 4/ Articulate the importance of cultural disparities when developing marketing strategies; 5/ Understand the importance of market research generally, but also how market research is modified to effectively understand customers across cultures; 6/ Understand how firms manage products, services, and brands in a international environment; 7/ Understand the importance of ethical marketing management across multiple cultures. The course ends with a completion of a real life research project (marketing plan).

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I. Global marketing planning		6	3	
1.	Global perspective and global gateways.			
2.	Global marketing management – an old debate and a new view.			
3.	Planning for global markets.			
4.	Alternative market entry strategies.			
5.	Organising for global competition.			
II. International Marketing Decision Making		7	5	
1.	Perspectives on international marketing metrics.			
2.	Managing international marketing information.			
3.	Developing the international value offering.			
III. International Product Planning		8	5	
1.	Analysing products and product components for adaptation.			
2.	Product adaptation and product standardization.			
3.	International new-product development.			
4.	Marketing consumer services globally.			
5.	Demand in global B2B markets. Quality and global standards.			
IV. International Channel Design		8	6	
1.	International distribution as competitive advantage.			
2.	Managing international marketing channels.			
3.	International expansion of retailers. Global retailers strategy.			
4.	Global supply chain.			
V. Managing International Pricing Decisions		8	4	
1.	Global pricing framework.			
2.	International pricing and positioning.			
3.	International pricing models and calculations.			

VI. International Integrated Marketing Communications		8	7	
1.	Managing international marketing communications.			
2.	Developing international advertising strategies.			
3.	IMC: global perspectives and challenges.			
4.	International IMC planning.			
Total:		45	30	

III. FORMS OF CONTROL:

No.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project (on a predefined topic)	1	75
1.2.	Test	1	30
Total midterm control:		2	105
2.	Final term control		
2.1.	Test	1	60
Total final term control:		1	60
Total for all types of control:		3	165

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

Keegan, Warren. *Global Marketing Management*, Pearson / PHI, 7/e.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Cullen, John B., Parboteeah, Praveen. *International Management: A Strategic perspective*, 1/e, Thomson.
2. Jeannet, Jean-Pierre. *Global Marketing Strategies*, 6/e, Biztantra.
3. Marshall, G., Johnston, M. *Essentials of Marketing Management*, 2011, McGraw Hill.
4. Onkvisit, Sak. *International Marketing: Analysis And Strategy*, 4/e, Biztantra.
5. Peter, J.P., Donnelly, J.Jr. *Marketing Management: Knowledge and Skills*, 10/e, 2011, McGraw Hill.