



Course description: International Marketing

1	Code	
2	Title of the course	International Marketing
3	Cycle: short/first/second/third (or EQF level 5/6/7/8)	EQF level 6
4	Year of study when the course is delivered (if applicable)	4
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	Autumn/winter
6	Number of ECTS credits allocated	6
7	Name of lecturer(s), e-mail(s) of the lecturer(s)	chief assit. prof. Christian Zhelev, PhD christianjelev@unwe.bg
8	Learning outcomes	<p>Upon completion, students would be able to:</p> <ul style="list-style-type: none"> • identify and describe the complex ongoing processes in the international marketing environment; • identify a range interactions which form the overall understanding of the marketing in terms of sustainability, responsible production and consumption; • analyze and offer solution concerning entry modes and the influence of internationalization on company's marketing activities; • see through the interdisciplinary interactions
9	Mode of delivery: face-to-face; online (distance) or hybrid (both on campus and online in the same time)	hybrid
10	Prerequisites or/and co-requisites (if applicable for your course)	Basic marketing knowledge



11	Course content (Please provide a list of up to 15 basic topics, covered by the course)	<ol style="list-style-type: none"> 1. Scope and challenges of international marketing 2. International marketing environment 3. Consumer behaviour patterns and international marketing 4. International marketing research 5. Strategies and international marketing 6. Segmenting international markets 7. Product policy and international marketing 8. Distribution policy and international marketing 9. Communication policy and international marketing 10. Regional developments in international marketing 11. Sustainability issues and international marketing 12. International marketing and digitalization 13. Wrapping up the course. Case studies and real life applications
12	Required and/or recommended reading, learning resources or tools (Please provide at least 2 required readings and at least 3 additional readings)	<p>Required:</p> <ul style="list-style-type: none"> • Cateora, P. R., Gilly, M. C., & Graham, J. L. International marketing. Boston: McGraw-Hill Irwin. 18th + edition • Hollensen, Svend. Global Marketing: A Decision-Oriented Approach. Pearson 7th + edition • www.ama.org <p>Recommended:</p> <ul style="list-style-type: none"> • Czinkota, M. I. Ronkainen, Principles of International Marketing, 10th edition, Cengage Learning, 2015 • Doole, I. International Marketing Strategy, 5th edition, Cengage Learning, 2009 • Keegan, W. Global Marketing, Prentice Hall, L., 2011 • Nakata, Ch., Beyond Hofstede. Culture Frameworks for Global Marketing and Management, Palgrave MacMillan, L., 2009 • https://hbr.org/
13	Learning activities and teaching methods	A combination of different teaching techniques and methods is applied in instruction such as lectures, seminars, discussions, individual assignments, reports, surveys, case studies, among other methods.
14	Assessment methods and assessment criteria	The course assessment consists of several components: ongoing evaluation, group projects, class participation, midterm and final tests. A minimum of 60 % is required to successfully complete the course.
15	Language of instruction	English



16	Name and Code of the University, offering the course	University of National and World Economy, Sofia BG SOFIA03
17	Degree Program(s) in which course is offered (or ISCED code, if applicable)	Bachelor's program
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE