



Course description: International Marketing

1	Code	C4068
2	Title of the course	International Marketing
3	Cycle: short/first/second/third (<i>or EQF level 5/6/7/8</i>)	BA program
4	Year of study when the course is delivered (<i>if applicable</i>)	4 th year
5	Semester (autumn/winter or spring/summer) or trimester when the component is delivered	autumn/winter Semester
6	Number of ECTS credits allocated	6
7	Name(s) of lecturer(s), e-mail(s) of the lecturer(s)	Prof. Dr. Sc. Bistra Boeva bboeva2@unwe.bg Chief Assist. Prof. Dr. Christian Zhlev, PhD chritsianjelev@unwe.bg
8	Learning outcomes	Upon completion, students would be able to: <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 (<i>both on campus and online in the same time</i>)	Blended / hybrid
10	Prerequisites or/and co-requisites for the course (<i>if applicable</i>)	Basic Marketing knowledge





11	Course content (<i>Please provide a list of basic topics, covered by the course</i>)	<p>The course International Marketing provides students with professional knowledge about the implementation of contemporary marketing solutions in international markets. The mastering of this discipline requires a good understanding of basic marketing principles.</p> <p>The course reveals the theoretical basics of International Marketing and the way it interacts with other areas of knowledge and practice. Special attention is paid to the factors, that shape the specifics of International Marketing as a distinct branch of contemporary Marketing. The course provides information about the marketing mix modifications under the conditions of internationalization and globalization of business activities. On the basis of subsequent tackling of discrete elements of International Marketing, systematic branches and case studies from International Marketing are discussed.</p>
12	Required and/or recommended reading, learning resources or tools	<p>Cateora, P. R., Gilly, M. C., & Graham, J. L. International marketing. Boston: McGraw-Hill Irwin. 18th + edition</p> <p>Czinkota, M. and Ronkainen, I.,. International Marketing. USA: Thomson South-Western. 10th + edition</p> <p>Hollensen, Svend. Global Marketing: A Decision-Oriented Approach. Pearson 7th + edition</p> <p>www.ama.org</p> <p>https://hbr.org/</p>
13	Learning activities and teaching methods	<p>The course is focused on student centric approach. The main topics are presented by the lecturers and students, by the means of discussion and case studies, are guided and encouraged to deepen their knowledge and develop critical thinking and reasoning.</p>





14	Assessment methods and assessment criteria	<p>The following grading criteria apply:</p> <ul style="list-style-type: none"> - Individual in-class participation: 10 points - Book review -10 points - Group or individual project assignments: 30 points - Final exam: 50 points <p>Grading Policy:</p> <p>100 - 90 points - excellent 6 89 - 80 points – very good 5 79 -70 points – good 4 69- 60 points - satisfactory 3 59 points or less – poor 2 /fail/</p>
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) or field	Bachelor’s program International Economic Relations
18	Tag: CWE = Consortium wide elective (= e.g. courses open to all ISCED codes)	CWE

