

**TRAINING SCHEDULE OF THE SUBJECT
“INTERNATIONAL MANAGEMENT AND MARKETING”**

№	Topic	Academic Hours			
		All	Lectures	Practicals	Self-study
1	2	3	4	5	6
1st Semester					
Module # 1 “Theoretical and methodological bases of international management and marketing”					
1.1	Theoretical foundations of international management	6	2	-	4
1.2	Marketing as a tool of international management	9	2	2	5
1.3	International marketing environment	8	2	-	6
1.4	International marketing researches	10	2	2	6
1.5	Segmentation and selection of foreign target market	10	2	2	6
1.6	Positioning in the international market	8	2	-	6
1.7	Models of entering foreign markets by enterprise	10	2	2	6
1.8	Module Test # 1	3	2	-	1
Total for the module # 1		64	16	8	40
Module # 2. “Adaptation of modern European concepts of management and marketing to market conditions of Ukraine”					
2.1	Product policy on the global and the EU markets	6	2	-	4
2.2	Branding as a part of international product policy	8	2	2	4
2.3	Pricing policy in the international marketing system	8	2	2	4
2.4	International marketing communications: European and international experience	16	2 2	2	10
2.5	Distribution policy in the international marketing system: modern business practices	8	2	2	4
2.6	Corporate social responsibility in international management and marketing	6	2	-	4
2.7	Peculiarities of realization of the principles of the EU management and marketing in Ukraine	8	2	1	5
2.8	Homework	8	-	-	8
2.9	Module Test # 2	3	2	-	1
Total for the module # 2		71	18	9	44
Total for the 1st Semester		135	34	17	84
Total for the subject		135	34	17	84