

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
National Aviation University  
Educational and Research Institute of Economics and Management  
Faculty of Management and Logistics  
Management of Foreign Economic Activity of Enterprises Department

APPROVED  
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« \_\_\_ » \_\_\_\_\_ 2016



## Quality Management System

### SYLLABUS

on

### “International Management and Marketing”

Area of knowledge: 07 “Management and Administration”  
Specialty: 073 “Management”  
Specialization: “Management of Foreign Economic Activity”

Semester – 1<sup>st</sup>

Auditorium Classes – 51                      Examination – 1 semester  
Self-study – 84

Total (hours/ECTS credits) – 135/4.5

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The Syllabus on "International Management and Marketing" is based on Educational and Professional Program and Master Curriculum HM-6-073-a/16 for Major 073 "Management" and the specialty "Management of Foreign Economic Activity" and correspondent normative documents.

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The Syllabus has been discussed and approved by the Department for specialty 073 "Management" and specialization "Management of Foreign Economic Activity" – Management of Foreign Economic Activity of Enterprises Department, Record № \_\_\_\_\_ of \_\_\_\_\_ 2016.

Head of the Department \_\_\_\_\_ V. Novak

The Syllabus has been discussed and approved by the Scientific-Methodological-Editorial Board of the Educational and Research Institute of Economics and Management, Record № \_\_\_\_\_ of "\_\_\_\_" \_\_\_\_\_ 2016.

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Document level – 3b  
The planned term between the revisions – 1 year  
**Master copy**



## 1. EXPLANATORY NOTES

Syllabus of the subject "International Management and Marketing" is developed on the basis of the "Guidelines for the development and execution of Syllabus and Course Training Program of subjects", promulgated by order №37/poz dated 16.06.15.

The educational subject is theoretical and practical basis of total knowledge and skills that form profile of the specialist in the area of foreign economic activity management.

The aim of teaching the subject is forming theoretical and practical knowledge in the sphere of international management and international marketing activity, essential for achieving commercial goals in international business.

Tasks of studying the educational subject are:

- forming of overall considerations about specifics of international management and international marketing;

- mastering category terms that are used in international management and performing international marketing activity;

- formation of knowledge on theoretical basis of international environmental management and international marketing environment analysis, evaluating its attractiveness for foreign economic activity;

- assimilation of marketing and processing information methods in international activities;

- identifying main components and features of developing marketing policy on international markets, in particular EU markets;

- forms of co-operation of business-partners in the foreign trade markets;

- studying features of organization of communicative politics on international markets;

- revealing features of forming marketing commodity politics on international markets;

- studying features of realization of various international marketing strategies;

- understanding specifics of sale communicative politics on international markets;

- acquisition of skills in forming international marketing politics of enterprise in conditions of deepening European integration processes;

- creation of foundation for using obtained theoretical knowledge in practical activity.

As a result of learning the subject student must:

**Know:**

- theoretical basis, characteristics and objectives of international management and marketing

- structure of business environment of international management and marketing;

- general company processes and cross-cultural aspects of international business;

- goals and methods of segmenting world markets;

- peculiarities of the commercial policy on international markets, international trade strategy;

- pricing strategies in global markets and especially pricing in fair competition;

- types and sequence of market research in international marketing;

- characteristics and methods of promoting products to overseas markets;

- ways of managing international marketing.

**Learning outcomes:**

- perform qualified analysis of the international marketing environment and apply modern methods of segmenting international markets in terms of European integration;

- analyze stages of lifecycle and determine competitiveness of products in international markets;



- form an effective international product strategy, modern international pricing strategies;
- create a rational system of international marketing communication, effective use of international product distribution channels;
- analyze and develop optimal organizational structure of firm's management in the foreign market.

The subject matter of the discipline is structured in a modular manner and consists of two educational modules:

- educational **module # 1 "Theoretical and methodological bases of international management and marketing"**,
- educational **module # 2 "Adaptation of modern European concepts of management and marketing to market conditions of Ukraine"**, each of which is logically complete, relatively independent, integral part of the discipline, learning of which provides for module control test and analysis of its carrying out.

The subject "International Management and Marketing" is based on the knowledge of such subjects as "International Competitiveness Management of Enterprise in the Conditions of European Integration", "Management of Foreign Economic Activity" and is a basis for learning the following subjects: "Strategic Management of Corporations", "Negotiations", "Innovation Management and Entrepreneurship", "Human Resources Management and others.

## 2. SUBJECT CONTENT

### 2.1. Module # 1 "Theoretical and methodological bases of international management and marketing".

#### Topic 2.1.1. Theoretical foundations of international management.

The essence and characteristic of international management. Differences between international management and national management. Basic principles of the international management and its elements. International management environment. Features of business environment analysis of international companies. Key success factors for international companies. Experience of management organization in different countries. EPRG-paradigm of international market. Cross-cultural management and its characteristics. Concepts and classification of business cultures. Interaction of national and corporate cultures. The influence of national culture on the formation of international business peculiarities. Features in decision-making of international corporations.

#### Topic 2.1.2. Marketing as a tool of international management.

Theoretical approaches to the definition of the "international marketing" category. Globalization processes in international trade as a prerequisite for the development of international marketing. Features of international marketing as managerial activity. International marketing development factors. The evolution of international marketing concepts. Stages of international marketing concept formation. Multinational and global marketing. Levels of internationalization of marketing activities: internal marketing, export marketing, transnational marketing, multinational and global marketing. Characteristics of international marketing subjects. The elements of international marketing complex.

#### Topic 2.1.3. International marketing environment.

The concept of international marketing environment, its content and components. Preconditions for formation of the global marketing environment. Structure of international marketing macro and micro environment.

#### Topic 2.1.4. International marketing researches.

Organization of international marketing researches at the enterprise. Sources of information about foreign markets. Types of international marketing researches. International market, international sales and consumer behavior study. The secondary (desk) research of foreign market.



Sources of secondary information. Primary (field) studies of foreign market: methodic of surveys, observations, experiments. Methods of marketing information processing in the international research process. International marketing researches in the Internet.

**Topic 2.1.5. Segmentation and selection of foreign target market.**

Background and goals of international market segmentation. Criteria and strategic approaches to the international market segmenting. Methodic of global survey of national brands. Factors of international market segmentation. Evaluation of distribution of market segments by competing companies.

**Topic 2.1.6. Positioning in the international market.**

Comprehensive evaluation of competitive positions of the enterprise on foreign markets. Evaluation of the competitive potential of the company in the international market. Methods of target market development: marketing approach; mass marketing; market segmentation; multiple segmentation. Stages and principles of target market selection. Approaches and methods for selecting target market. Procedure in the formation of a new commodity niche on the foreign market. Product and firm positioning in foreign markets. The influence of origin country on the positioning of goods (firm).

**Topic 2.1.7. Models of entering foreign markets by enterprise.**

Types of models for entering foreign markets (exports of goods and services, indirect export, direct export, joint exports). The forms of export cooperation. Joint business activities: contract manufacturing, international leasing, international franchising, international joint ventures, management contracts. Direct investing. Factors influencing the choice of model for entering foreign markets. Methods of selecting models in entering foreign markets. Strategic alternatives of international business activity. Standardization, adaptation of international marketing activity. Strategies to penetrate foreign markets.

**2.2. Module # 2. "Adaptation of modern European concepts of management and marketing to market conditions of Ukraine".**

**Topic 2.2.1. Product policy on the global and the EU markets.**

The concept and objectives of international product policy. Stages of product policy formation in entering markets of the EU countries and the world market. The structure of international product policy. Analysis of trends in carrying out international product policy. The concept of global product life cycle. International product strategies. Product strategies of the EU companies and Ukrainian companies operating in the European market.

**Topic 2.2.2. Branding as a part of international product policy.**

The essence of brand and its main elements. Steps for creating a brand value of the company (product) at foreign markets. Product and company branding. International organizations in research branding problems. The use of a trademark at foreign markets. The principles of protection and registration of trade marks in the EU. International and European requirements for packaging and labeling. Functions of packaging and labeling in foreign markets. Factors of international product packaging selection. Sustainable product policy in the EU. European ecodesign.

**Topic 2.2.3. Pricing policy in the international marketing system.**

Pricing policy formation for the domestic and foreign markets. Factors influencing decision-making on pricing at European and international markets. International pricing strategies. Price discrimination in international markets. Transfer pricing of TNCs. Advantages and disadvantages of models and methods of pricing in the European practice.

**Topic 2.2.4. International marketing communications: European and international experience.**

Communication policy in the international marketing system. Features of the EU communication policy. Levels of communication in international companies. Elements, process and tools of international marketing communications. Tools for promotion products in foreign markets. Marketing communication strategies of enterprises in the EU market.



International advertising activity. Organization of advertising activity on foreign markets. Organization and carrying out international advertising campaigns. Advertising social responsibility. Features of public relations on markets of the EU and other countries. Selection of target groups in public relations on the international market.

**Topic 2.2.5. Distribution policy in the international marketing system: modern business practices.**

The essence and tasks of distribution policy in foreign markets. Channels for distributing goods in foreign markets. Distribution channel integrity and structure. Vertical and horizontal marketing systems. Levels of distribution channels. Criteria for product distribution channel selection in entering the foreign market. The strategic concept of distributive policies: push-strategies and pull-strategies. The impact of e-commerce on the development of distribution channels in the EU. Consumer protection in the EU. Logistics services in the international marketing system.

**Topic 2.2.6. Corporate social responsibility in international management and marketing.**

The essence and system of corporate social responsibility. Tools of CSR in the enterprise management. The concept of CSR marketing (corporate social responsibility). Comparative analysis of foreign and domestic experience in corporate social responsibility. Prospects for corporate social responsibility development.

**Topic 2.2.7. Peculiarities of realization of the principles of the EU management and marketing in Ukraine.**

The formation evolution and the current state of the national system of international marketing and management. Comparison of management and marketing concepts used in Ukraine and the EU countries. Problems of integration and adaptation of world experience in performing international marketing activities in Ukraine. Directions in development and improving tools of international marketing activities of Ukrainian companies. Creating strategic benefits and methods of performing marketing activity in the EU countries and other markets. Analysis of the effectiveness of international marketing activities of Ukrainian companies.

### 3. LIST OF REFERENCES

#### 3.1. Basic recommended references

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3.1.2. Міжнародний маркетинг: навч. посіб. / За заг. ред.. Ю.Г.Козака, С. Смичка, І.Л. Літовченко. – К.: Центр учбової літератури, 2014. – 294 с.

3.1.3. Юхименко Г.І. Міжнародний менеджмент: навч. посіб./ Г.І. Юхименко, Л.П. Гацька, М.В. Півтора. – К.: Центр учбової літератури, 2011. – 488 с.

3.1.4. Cateora P.R. International marketing / P.R. Cateora, M.C. Gilly, J.L. Graham. – [15th ed.]. – New York: McGraw-Hill/Irwin, 2011. – 622 p.

3.1.5. Mead R. International management: culture and beyond / R. Mead, T.G. Andrews. – Chichester: John Wiley & Sons Ltd, 2009. – 469 p.

#### 3.2. Additional recommended references

3.2.1. Міжнародний менеджмент: навч. посіб. / І.О. Піддубний, І.Є Астахова, Л.М. Бондаренко; за ред. проф. І.О. Піддубного. – [2-ге вид., стереотип.]. – Х.: ІНЖЕК, 2006. – 252 с.

3.2.2. Овечкина О.М. Международный маркетинг: учебник / О.М. Овечкина. – М.: Амалфея, 2009. – 136 с.

3.2.3. Черенков В.И. Международный маркетинг-менеджмент: курс лекций с пакетом учебно-методической поддержки / В.И. Черенков. – М.: Феникс, 2007. – 608 с.

3.2.4. Onkvisit S. International marketing: analysis and strategy / S. Onkvisit, J.J. Shaw. – [4th ed.]. – London: Routledge, 2007. – 594 p.





(Ф 03.02 – 04)

### АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище ім'я по-батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

### АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введення зміни
	Зміненого	Заміненого	Нового	Анульованого			

(Ф 03.02 – 32)

### УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				