

# Syllabus

## 1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of International Business and Economics
1.4. Field of study	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2018-2019

## 2. Information on the discipline

2.1. Name	<b>Marketing of the International Firm</b>								
2.2. Code	<b>18.0091IF2.1-0004</b>								
2.3. Year of study	<b>2</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Exam</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>5</b>
2.8. Leaders	C(C)	<b>prof.univ.dr. NICOLESCU Luminița</b>				LUMINITA.NICOLESCU@REL.ASE.RO			
	S(S)	<b>prof.univ.dr. NICOLESCU Luminița</b>				LUMINITA.NICOLESCU@REL.ASE.RO			

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	2.00 of which
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	97.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	30.00
Additional documentation in the library, on specialized online platforms and in the field	40.00
Preparation of seminars, labs, assignments, portfolios and essays	10.00
Tutorials	9.00
Examinations	8.00
Other activities	

#### 4. Prerequisites

4.1. of curriculum	
4.2. of competences	<ul style="list-style-type: none"> <li>The current use of the documentation methods and sources from the internet, competencies developed during the Bachelor studies.</li> </ul>

#### 5. Conditions

for the C(C)	<ul style="list-style-type: none"> <li>Lectures take place in rooms with internet access and multimedia equipment</li> </ul>
for the S(S)	<ul style="list-style-type: none"> <li>Seminars take place in rooms with internet access and multimedia equipment</li> </ul>

#### 6. Acquired specific competences

PREFESSIONAL	C1	
PREFESSIONAL	C4	

#### 7. Objectives of the discipline

7.1. General objective	<ul style="list-style-type: none"> <li>The integrated application of research concepts and methodologies in the field of communication in an multicultural business environment</li> </ul>
7.2. Specific objectives	<p>Development of concrete arguments for interpreting real situations of communication in the international context. Generating alternative communication scenarios in a multicultural business environment.</p> <p>Identifying and describing thoroughly the concepts and strategies specific to the international communication strategies of the firm.</p>

#### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	The international strategic marketing process	All lectures are based on using Power Point and multimedia Interactive lecture.	Participation
2	International Environment Analysis	Interactive lecture.	Studying the bibliography. Documentation
3	External market selection	Interactive lecture.	Studying the bibliography. Documentation
4	The international marketing audit	Interactive lecture.	Studying the bibliography. Documentation
5	The basic marketing strategy	Interactive lecture.	Studying the bibliography. Documentation
6	International product policy and International distribution policies for the international firm	Interactive lecture.	Studying the bibliography. Documentation
7	International pricing policies and International promotion policy for the international firm	Interactive lecture.	Studying the bibliography. Documentation

##### ***Bibliography***

- Cateora Philip and Graham John, International Marketing, Irwin McGraw Hill, 2011
- Nicolescu Luminița, International Marketing, Editura Economica, 2005
- Nicolescu Luminița, International Marketing
- Relevant websites for the international marketing project.

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Team forming, choosing the project and formulating the mission and company objectives	Team work. Presentation.	Presentation
2	Analysis of foreign environments External market selection	Team work. Presentation.	Studying bibliography Documentation.
3	Competitors' and consumers' analysis	Team work. Presentation.	Studying bibliography Documentation.
4	Basic marketing strategy	Team work. Presentation.	Studying bibliography Documentation.
5	Product policy Distribution policy for the international firm	Team work. Presentation.	Studying bibliography Documentation.
6	Price policy Promotion policy for the international firm	Team work. Presentation.	Studying bibliography Documentation.
7	Students' final projects presentations	Presentation, Evaluation	Preparing presentation
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### ***Bibliography***

- Cateora Philip and Graham John, International Marketing, Irwin McGraw Hill, 2011
- Nicolescu Luminița, International Marketing, Editura ASE, 2005
- Nicolescu Luminița, International Marketing, suport de curs electronic
- Site-uri web relevante la proiectul de marketing internațional.
- Relevant websites for the international marketing project.
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## **9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme**

Discussing the discipline's content with the representatives of the business community from Romania.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	In class contributions	The participation and the quality of interaction at seminars, is registered.	15.00
10.2. S(S)	Peer evaluation (individual)	The evaluation of co-team members according to their contribution to the group activity.	10.00

10.3. S(S)	Project evaluation (team)	The evaluation of the other teams' projects – the evaluation of the evaluation process	10.00
10.4. Final assessment	Team project (team)	Based on team projects and their presentation.	65.00
10.5. Modality of grading	Whole notes 1-10		
10.6. Minimum standard of performance	Hand in the written report of the international marketing team project. The presentation of the international marketing team project. Participation at the group activities and in class activities.		

Date of listing,  
05/26/2022

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,