

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Marketing
1.4. Field of study	Business Administration
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	International marketing								
2.2. Code	19.0153IF3.1-0001								
2.3. Year of study	3	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	5
2.8. Leaders	C(C)	conf.univ.dr. MOISE E R Daniel					moisedaniel@mk.ase.ro		
	S(S)	conf.univ.dr. IONIȚĂ Daniela					daniela.ionita@mk.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	125.00
3.5. Total hours of individual study	69.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	10.00
Additional documentation in the library, on specialized online platforms and in the field	1.00
Preparation of seminars, labs, assignments, portfolios and essays	5.00
Tutorials	1.00
Examinations	1.00
Other activities	1.00

4. Prerequisites

4.1. of curriculum	Marketing
4.2. of competences	The current use of statistical methods of research learned during the B.A. graduating studies.

5. Conditions

for the C(C)	Lectures are held in rooms with internet access and multimedia teaching equipment.
for the S(S)	Seminars are held in rooms with internet access and multimedia teaching equipment.

6. Acquired specific competences

PREFESSIONAL	C3	Administration of a subunit from the business/organization structure
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7. Objectives of the discipline

7.1. General objective	Provideing the classification and deepening the operating system with which marketing works, in the sphere of international economic relations.
7.2. Specific objectives	Cazuistica unor societati nationale, multinationale si transnationale, ce actioneaza, cu succes, in arena schimburilor internationale de bunuri materiale, servicii si idei. Oferirea de alternative strategice agentilor economici, ce abordeaza problematica marketingului international

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introduction to Global Marketing	Lectures are focused on the use of power-point support and access to multimedia resources.	It is recommended that the students should cover the support materials prior to interacting during the classes.
2	The Global Economic Environment	lectures	Idem
3	The Global Trade Environment: Regional Market Characteristics and Preferential Trade Agreements	lectures	Idem
4	Social and Cultural Environments	lectures	Idem
5	The Political, Legal, and Regulatory Environments of Global Marketing	lectures	Idem
6	Market Research	lectures	Idem
7	Segmentation, Targeting, and Positioning		
8	Exporting, Importing, and Sourcing		
9	Global Market Entry Strategies: Licensing, Investment, and Strategic Alliances		
10	Product and Brand Decisions	lectures	Idem
11	Communications Decisions: Advertising and Public Relations	lectures	Idem
12	Global Marketing Decisions: Sales Promotion, Personal Selling, Special Forms of Marketing Communication	lectures	Idem
13	Strategic Elements of Competitive Advantage	lectures	Idem
14	Leading, Organizing, and Controlling the Global Marketing Effort	lectures	Idem

Bibliography

- Warren J. Keegan, Mark C. Green, Global Marketing 7 th edition, Pearson Education, 2012
- Kate Gillespie, H. David Hennessey, Global Marketing 3rd Edition, South-Western College Pub, 2010
- Johny Johansson, Global Marketing: Foreign Entry, Local Marketing, and Global Management 5th Edition, McGraw-Hill/Irwin, 2008
- Svend Hollensen, Global Marketing: A decision-oriented approach 5th Edition, Prentice Hall, 2010
- Pop N. Al. (coordonator), Marketing internațional. Teorie și practică, Uranus, 2011
- Gary Armstrong; Philip Kotler, Ioan Plaias, Daniel Moise, Introduction in Marketing, Educational Centre, 2015

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Discussing the training requirements for seminar topics and drawing up a grup project.	Presentation	
2	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
3	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
4	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
5	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
6	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.

7	Country sheet, each student will have another country to analyze and search for information on it, in books, newspapers, reviews, online.	The individual assignment that is to be done at home, and after that, has to be presented during the class.	The students, after presenting their projects, have to answer the questions posed by their peers about the specific characteristics of these countries.
8	Country sheet, 7 up to 8 students	The individual assignment that is to be done at home, and after that, has to be presented during the class.	The students, after presenting their projects, have to answer the questions posed by their peers about the specific characteristics of these countries.
9	Country sheet, 7 up to 8 students	The individual assignment that is to be done at home, and after that, has to be presented during the class.	The students, after presenting their projects, have to answer the questions posed by their peers about the specific characteristics of these countries.
10	Country sheet, 7 up to 8 students	The individual assignment that is to be done at home, and after that, has to be presented during the class.	The students, after presenting their projects, have to answer the questions posed by their peers about the specific characteristics of these countries.
11	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop for the presentation of group project.
12	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop for the presentation of group project.
13	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop for the presentation of group project.
14	Discussing the score of each student.	Discussions	Presentation of the strengths and weaknesses of each and every student upon their projects

Bibliography

- Tamara Gillis, The IABC Handbook of Organizational Communication: A Guide to Internal Communication, Public Relations, Marketing, and Leadership 2nd edition, Jossey-Bass, 2011
- Gabriela Salinas, The International Brand Valuation Manual: A complete overview and analysis of brand valuation techniques, methodologies and applications, Wiley, 2009
- V H Kirpalani, Lechoslaw Garbarski, Erdener Kaynak, Successfully Doing Business/Marketing In Eastern Europe (Routledge Studies in International Business and the World Economy), Routledge, 2008

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 contents and requirements of the group project plan with the marketers, working in Romania, either in national or multinational companies.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	The quality of case studies and projects as well as the attendance at seminars.	Case studies, projects	30.00
10.2. Final assessment	Knowledge checking	Written exam	70.00
10.3. Modality of grading	Whole notes 1-10		
10.4. Minimum standard of performance	The seminar score added to the one from the written exam to exceed at least grade 5!		

Date of listing,
08/08/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,