

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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	International marketing								
2.2. Code	19.0155IF3.1-0001								
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)	prof.univ.dr. POP Nicolae Tiberiu Alexandru				nicolae.pop@mk.ase.ro			
	S(S)	prof.univ.dr. POP Nicolae Tiberiu Alexandru				nicolae.pop@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	28.00
Additional documentation in the library, on specialized online platforms and in the field	16.00
Preparation of seminars, labs, assignments, portfolios and essays	14.00
Tutorials	3.00
Examinations	4.00
Other activities	4.00

4. Prerequisites

4.1. of curriculum	Marketing
4.2. of competences	Frequent use of statistical methods acquired during the bachelor study years

5. Conditions

for the C(C)	Courses are held in classrooms with internet access and multimedia equipment
for the S(S)	Seminars are held in classrooms with internet access and multimedia equipment

6. Acquired specific competences

PREFESSIONAL	C3	Administering the activity of a subunit from the structure of the business/ organization
--------------	----	--

7. Objectives of the discipline

7.1. General objective	Assuring training and formation in the area of international marketing, by consolidating knowledge of the marketing categorial sys
7.2. Specific objectives	<ul style="list-style-type: none"> - Case studies from national, international, multinational and transnational companies - Strategic approaches for companies, which deal with international marketing issues

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Global competition and international business	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
2	Evolution of the contemporary enterprise: from the national to the transnational company	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
3	The system of international marketing: the result of the process specialisation in marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
4	The analysis of the supranational market environment	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
5	The analysis of the macro- and micro- market environment at international level	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
6	The analysis of competitors, opportunities and risks in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
7	The specificity and particularities of studying foreign markets	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
8	The selection and segmentation of foreign markets	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course

9	Strategies in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
10	The product and brand policy - the core of the international marketing mix policies	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
11	Contractual policy in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
12	The distribuion policy in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
13	The communication policy in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
14	Organisational structures and particularities of organising the activity in international marketing	Courses use Power Point Presentations and multimedia resources	We recommend the students to study the bibliography in order to actively take part to the course
15			
16			

Bibliography

- • Croué Ch., Marketing international , un consommateur local dans un monde globale, De Boeck & Lancier s.a, Bruxelles, 2006, Belgia
- • Keegan, J. W., Green, C. M., Global Marketing, seventh Edition, Pearson Education Ltd., Harlow, 2013, Marea Britanie
- • Pop N. Al., (coordonator), Marketing internațional. Teorie și practică, Editura Uranus, Bucuresti, 2011, România
- • Zentes,J., Swoboda, B., Schramm-Klein, H., Internationales Marketing, Vahlen Verlag, Munchen, 2010, Germania
-

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction in seminar themes and group project	Presentation	
2	Case study	Individual work during class	The case studies will be provided to the students (hard copy or digital)
3	Country factsheet, every student will have a country to analyse and present	Individual homework, which will be presented during the seminar	After the presentation, students must answer questions about the country and specific elements of their presentation
4	Group project five - eight students	Individual homework, which will be presented during the seminar	After the presentation, students must answer questions about the country and specific elements of their presentation
5	Project presentation	Presentation	Use of PC / laptop / projector
6	Discussing results	Debate	Project feedback

Bibliography

- • Croué Ch., , Marketing international – un consommateur local dans un monde globale, De Boeck & Lancier s.a, Bruxelles, 2006, Belgia
- • Keegan, J. W., Green, C. M., Global Marketing, Pearson Education Ltd., Harlow, 2013, Marea Britanie
- • Pop N. Al., (coordonator), Marketing internațional. Teorie și practică, Editura Uranus, București, 2011, România
- • Zentes,J., Swoboda, B., Schramm-Klein, H., Internationales Marketing, Vahlen Verlag, Munchen, 2010, Germania

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

Collaboration on course content and discussion about the requirements of the group project with marketing professionals, from national and multinational companies active in Romania

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Knowledge evaluation	Written exam	50.00
10.2. S(S)	Written paper quality, solving case studies and projects	Attendance, interaction quality and quantity will be taken into consideration	50.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Obtaining a minimum of 5		

Date of listing,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,