



SYLLABUS OF DISCIPLINE

" MARKETING OF FOREIGN ECONOMIC ACTIVITY "

Degree of higher education - Bachelor

Specialty 073 "Management"

Educational program - "Management"

Year of study – 3, semester - 5

Form of study - full-time

Number of ECTS credits - 5

Language - English

Course lecturer

Lecturer contact

information (e-mail)

Teacher who conducts

practical classes

Teacher contact

information (e-mail)

Course page in eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=1154>

DESCRIPTION OF THE DISCIPLINE

The subject of the course "Marketing of foreign economic activity" provides a study of the activities of foreign economic entities aimed at studying the market, the impact on consumer demand to meet mutual needs through exchange, expanding sales of goods produced by them. The discipline provides for the study of the nature and forms of international marketing methods of research of economic, social, cultural, political and legal environment, international marketing activities; elaboration and mastering of the methodology of international market research, segmentation, selection of target markets; models of research of the firm's entry into foreign markets, the formation of an effective international marketing strategy. The purpose of teaching the discipline "Marketing FEA" is: the formation of students' theoretical and practical knowledge in the field of foreign economic marketing activities necessary to achieve commercial goals in international business. As a result of studying the discipline, students should know: - general theoretical foundations of the discipline; methodology of international marketing research; processes that are inherent in the organization of international marketing activities at the enterprise; the latest approaches to assessing the effectiveness of international marketing programs at the enterprise.

COURSE STRUCTURE

Topic	Years (lectures / laboratory work / independent work)	Learning outcomes	Task	Grades, points
1 semester				
Module 1. "PROTOCOL ASPECTS OF NEGOTIATIONS WITH BUSINESS PARTNERS"				50
Topic 1. The essence, features, functions and forms of marketing in foreign economic activity	2/2/10	Know: - the essence and features of key categories of marketing in foreign trade; -methodology of marketing research in foreign markets; - basics of international market segmentation and positioning on it; - models of the company's entry into foreign markets. Be able: to analyze types of business meetings. Preparation of the meeting. Auxiliary means and equipment for meetings. Typical mistakes of meetings and gatherings. The effectiveness of business meetings and gatherings. Meeting participants. Principles of selection of meeting participants.	<i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).	
Topic 2. International marketing environment	1/2/10		<i>Completion of the task in practical classes</i> (in a group and individually).	
Topic 3. Foreign market research	1/2/11		<i>Performing independent work</i> (in small groups, independently, eLearn).	
Topic 4. Segmentation and positioning in the foreign market	2/4/10		<i>Preparation and writing of modular control work</i> (test - c eLearn).	
Topic 5. Choice of foreign market. Ways to enter the foreign market	2/4/11		<i>Execution and delivery of individual tasks.</i> <i>Independent work - according to the tasks in eLearn</i> <i>Modular test work in eLearn.</i>	
Module 2. "BUSINESS BEHAVIORS AND FUNDAMENTALS OF BUSINESS COMMUNICATIONS"				50
Topic 6. Marketing product policy of the enterprise in the foreign market	1/2/11	Know: - basics of marketing product and price policy of the enterprise in the foreign market; -features of the formation of distribution channels in the foreign market and effective management; -basics of marketing policy of communication and incentives in the foreign market; - methods of realization of the basic administrative functions for the purpose of maintenance of effective functioning of the enterprise in the foreign	<i>Preparation for lectures</i> (preliminary acquaintance with the presentation and lecture in eLearn).	Execution and delivery of individual tasks. Modular test work in eLearn. Independent work - in accordance with the tasks in eLearn
Topic 7. Marketing pricing policy of the enterprise in the foreign market	2/4/10		<i>Performing tasks in practical classes</i> (in a group and individually).	
Topic 8. Marketing policy of distribution in the foreign market	1/4/11		<i>Performing independent work</i> (in small groups, independently, eLearn).	
Topic 9. Marketing policy of communication and incentives in the foreign market	2/2/10		<i>Preparation and writing of modular control work</i> (test - c eLearn).	

Topic 10. Management of marketing activities of the enterprise in the foreign market	1/4/11	markets. Be able: - to analyze types of business meetings. Preparation of the meeting. Auxiliary means and equipment for meetings. Typical mistakes of meetings and gatherings. The effectiveness of business meetings and gatherings. Meeting participants. Principles of selection of meeting participants. - to form an effective marketing complex in the foreign market.	<i>Execution and delivery of individual tasks.</i> <i>Independent work - according to the tasks in eLearn.</i> <i>Modular test work in eLearn.</i>	
Possibility to receive additional points:	Additional points can be obtained for the preparation of the report and participation in the student conference, publication of the article, participation in the 1st round of the All-Ukrainian Olympiad.			up to 10 points
Total for semester	15/30/105			70 100 * 0.7 (maximum 70 points)
Exam				30
Total for the course				100

EVALUATION POLICY

<i>Deadline and recompilation policy:</i>	The student must submit all work on time. For works that are submitted in violation of deadlines without good reason, the score is reduced. Reassignment of modular control work takes place in the presence of valid reasons (hospital, international internship, individual schedule) and is allowed in the period before the end of the next modular control.
<i>Academic Integrity Policy:</i>	When performing all types of educational work, the student must adhere to the policy of academic integrity.
<i>Visiting policy:</i>	Attendance of lectures and practical (seminar) classes is mandatory for all students. For objective reasons specified in the Regulations on the educational process of NULES, training may take place in accordance with the individual curriculum approved in the prescribed manner.

STUDENT EVALUATION SCALE

Rating of the applicant of higher education, points	The assessment is national for the results of examinations	
	exams	credits
90-100	excellent	credited
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not credited