

Subject name	International Marketing	
Subject code	R.Fx.IMX.SX.RZEKX	
Department	Institute of Economics and Enterprises Management	
Faculty	Agriculture and Economics	
Subject supervisor/Lecturer	Professor Elena Horska, Dr Andrzej Krasnodębski	
General information	semester	summer
	ECTS credits	6
	Lectures total	15 hrs
	Laboratories	15 hrs
Objective and general description	<p>The course INTERNATIONAL MARKETING is designed to teach students how to move a domestic or new product into markets worldwide. Topics from initial market selection to price, promotion and distribution strategies are discussed.</p> <p><u>Lectures:</u></p> <ol style="list-style-type: none"> 1. The Scope and Challenge of International Marketing - 2 h 2. International marketing environment - 2 h 3. Assessing global market opportunities- 2 h 4. Products and services for international consumer - 2 h 5. Pricing for international markets - 2 h 6. International distribution channels - 2 h 7. International marketing communication - 1 h 8. International trade fairs and shows -1 h 9. Global marketing management: planning and organization - 1 h <p><u>Laboratories:</u></p> <ol style="list-style-type: none"> 1. Why to go internationally?- 1h 2. A guide for developing a marketing plan -1h 3. Economic and cultural country profile- 2h 4. Globalization, integration and territorial expansion- 2h 5. Product policy, Food Act, product modification- 2h 6. Price escalation- 2h 7. Integrated marketing communication-2h 8. Export and business partner- 1h 9. Project presentation- 2h 	
Assessment method	Active class participation, project presentation and panel discussion and written exam.	
References	<p>Cateora, Graham: International Marketing. International edition: McGraw - Hill 2005</p> <p>Bielik - Klepacki - Kvasha: Agricultural Markets and Trade: Evidence and Perspectives of V4 and its neighbour - Ukraine. Warsaw 2008</p> <p>Cateora, Graham:</p>	