

## АННОТАЦИЯ РАБОЧЕЙ ПРОГРАММЫ ДИСЦИПЛИНЫ

Б1.В.ДВ.01.25.01 «Международный маркетинг (International marketing)»

**Автор – составитель:**

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**Код и наименование направления подготовки, профиля:**

42.03.01 Реклама и связи с общественностью

«Управление социальными коммуникациями» (Liberal Arts)

**Квалификация (степень) выпускника:** бакалавр

**Форма обучения:** очная

**Цель освоения дисциплины:** формирование способности участвовать в разработке и планировании коммуникационных кампаний на международных рынках с использованием актуальных инструментов продвижения

**План курса:**

<b>Theme 1. Introduction to international marketing. The concept of international marketing</b> The concept and essence of international marketing as a type of marketing. Common and distinctive features of domestic and international marketing. History of international marketing development and peculiarities of its formation in Russia. Changes in the nature of international competition, strengthening of strategic planning processes. Expanding marketing on an international scale and increasing the complexity of the company's production and marketing tasks. General and specific functions of international marketing. Multinational companies and international marketing.
<b>Theme 2. The international marketing environment</b> External macro-and micro-environment in international marketing. Competitive environment and development of competition on a global scale. Factors of external and internal environment of international marketing including segmentation and selection of foreign markets.
<b>Theme 3. Features of studying foreign sales markets and requests of foreign consumers</b> Analysis of features of foreign sales markets, their volume and development prospects. Overview and forecast of world commodity markets. A wide variety of foreign markets compared to domestic market segments. Features of evaluation of foreign sales markets. Market testing. Cultural and linguistic characteristics of foreign consumers and their influence on the company's international marketing strategy.
<b>Theme 4. Information support for research</b> Desk research in international marketing. Export marketing research and secondary information sources. Field research in international marketing. The nature of the main research problems in international marketing. Methods of conducting field research and their specifics in international marketing. Specialized marketing research agencies. The system of information provision in international marketing.
<b>Theme 5. Marketing mix to influence the external market. Product policy in the international marketing system</b> International commodity policy. Optimization of the volume and structure of the export product range. Problems of product adaptation and positioning in foreign markets. International product life cycle and characteristics of its main stages.
<b>Theme 6. Sales and pricing policy in the international marketing system</b> Goals and features of the choice of sales channels in international marketing. Sales channel design and management. Control and financing mechanism of foreign sales channels, including exchange rate fluctuations and price competition. Specifics of the choice of channels and distribution companies abroad. Segmentation of the distribution. Organization of retail and

wholesale trade abroad. Resellers and agents: functions and principles of choice. Joint venture in international trade: leasing, franchising, industrial cooperation, contract production, management contract and features of sales systems of firms. Production abroad. International integrated logistics and its model. Transportation and warehousing in world trade.

Requirements for the head of an international marketing service. Responsibilities of marketers of foreign branches. Strategies for retraining, training, and testing competencies. Search and selection of marketing managers. Professional and personal characteristics. The degree of mobility and the problem of stability of the international labour force.

#### **Theme 7. Organization and control of international marketing**

The principles of constructing the organizational structure of international marketing and its optimization. Export department. International department. Foreign branches. Multinational organizations and their marketing structures. Factors of transformation. Centralization and decentralization of marketing management: advantages and disadvantages. Specialized marketing companies with an international profile. Control of the company's international marketing activities and its specifics.

#### **Формы текущего контроля и промежуточной аттестации:**

В ходе дисциплины Б1.В.ДВ.01.25.01 «Международный маркетинг (International marketing)» используются следующие методы текущего контроля успеваемости обучающихся:

Group presentation: Presenting case study.

Individual report: 1,500 words individual report, critically analysing a case study.

Промежуточная аттестация проводится в форме письменного экзамена Exam: Covering content of module

#### **Основная литература:**

1. Лужнова, Н. В. Стратегический маркетинг: учебник / Н. В. Лужнова, О. М. Калиева, М. С. Мантрова. — Оренбург: Оренбургский государственный университет, ЭБС АСВ, 2015. — 247 с. — ISBN 978-5-7410-1395-3. — Текст: электронный // Электронно-библиотечная система IPR BOOKS: [сайт]. — URL: <http://www.iprbookshop.ru/61409.html>

2. Жук, Е. С. Стратегический маркетинг: учебник / Е. С. Жук, Н. П. Кетова. — Ростов-на-Дону: Издательство Южного федерального университета, 2011. — 203 с. — ISBN 978-5-9275-0904-1. — Текст: электронный // Электронно-библиотечная система IPR BOOKS: [сайт]. — URL: <http://www.iprbookshop.ru/47144.html>

3. Котляревская, И. В. Стратегический маркетинг: учебное пособие / И. В. Котляревская. — Екатеринбург: Уральский федеральный университет, ЭБС АСВ, 2015. — 244 с. — ISBN 978-5-7996-1313-6. — Текст: электронный // Электронно-библиотечная система IPR BOOKS: [сайт]. — URL: <http://www.iprbookshop.ru/68479.html>

4. Управление маркетингом: учебное пособие для студентов вузов, обучающихся по специальности 061500 «Маркетинг» / Н. Д. Эриашвили, А. В. Коротков, И. М. Синяева [и др.]; под редакцией А. В. Коротков, И. М. Синяева. — 2-е изд. — Москва: ЮНИТИ-ДАНА, 2017. — 463 с. — ISBN 5-238-00883-X. — Текст: электронный // Электронно-библиотечная система IPR BOOKS: [сайт]. — URL: <http://www.iprbookshop.ru/71205.html>