



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
International marketing	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Yiyuan Ying	Faculty of Economics and Business administration

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Autumn semester	English

Requirements for students	
Prerequisites: Marketing	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed

During the course, generic competencies will be developed:

- ability to creatively solve management and business problems through the knowledge gained;
- ability to communicate on an interpersonal and intercultural level;
- ability to analyze information and to make reasonable conclusions;
- ability to learn and develop according to ethical and socially responsible values.

As well as specific competencies:

- ability to systematically evaluate an organization and its environment;
- ability to create and implement management and business projects;
- ability to plan, organize and manage practical activities

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
<ul style="list-style-type: none"> ● Understand the theoretical background of international marketing and effectively apply the gained knowledge to real-world situations. ● Identify and analyse the company's competitive advantages, and market selections under a global view. ● Understand the entry modes of foreign markets, and suggest appropriate entry modes for companies. ● Understand how to make decisions with products, price, distribution channels and communication strategies ● Develop critical, self-critical, and creative thinking skills to present new ideas and innovative solutions. ● Adapt to changes, work effectively in a team, and demonstrate logical and appealing 	<p>The study consist of:</p> <ul style="list-style-type: none"> - lectures on the topics covered by this program; - discussions based on provided case studies, students' homework projects. - individual and group work on practical cases and tasks; - individual work in studying course literature, lecture material, other literature and sources - performing tests. 	<p>Homework projects: planning international market entry and marketing strategy. Choose one company for the project, and you will do a set of analyses and exercises throughout the course. The purpose of the assignment is to generalize and finalize knowledge obtained during the whole course.</p> <p>Presentation (Group): Presenting one business case from a selected choice of case studies. The purpose is to enhance the knowledge of the course, exercise on group working and</p>

presenting skills.		presentation skills. Exam test with open-ended questions
--------------------	--	-------------------------------------------------------------

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
Introduction of the lecture. Bases of international expansion and international marketing.	4		2					6	5	Students are explained how seminars will be integrated with lectures and additional material. Student teams are formed, and primary assignments are formulated. Reading Chapters 1-2 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Additional information provided by the lecturer.
International competitiveness	2		2					4	6	Reading Chapters 4 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Additional information provided by the lecturer. Homework project and case studies
International marketing environments and international marketing research	2							2	6	Reading Chapters 5 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Additional information provided by the lecturer.
Cultural, political and economic environment	4							4	8	Reading Chapters 6-7 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Additional information provided by the lecturer. Case studies, seminar discussions
International market selection	4		4					8	12	Reading Chapters 8 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach

										Additional information provided by the lecturer. Homework project and case studies
International market entry strategies: types and selection	2							2	5	Reading Chapters 9 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach
International market entry strategies: exporting, contractual, equity/investments strategies	6		4					10	14	Reading Chapters 10-12 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Homework project, seminar discussions and case studies
International marketing strategy: product/brand strategy	2		2					4	4	Reading Chapters 14 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach
International marketing strategy: pricing strategy	2							2	4	Reading Chapters 15 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Seminar discussions and case studies
International marketing strategy: distribution strategy	2		2					4	4	Reading Chapters 16 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach
International marketing strategy: communication strategy	2							2	4	Reading Chapters 17 Hollensen, S. (2020). Global Marketing. A Market-Responsive Approach Homework project
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Exam - test	40	during the exam session	The exam assessment is drawn up by the percentage of right answers: >90% - excellent -10 >80%, but <=90% - very good - 9 >70%, but <=80% - good - 8 >60%, but <=70% - average - 7 >55%, but <=60% - satisfactory - 6 >50%, but <=55% - poor - 5 less than 50% - unsatisfactory, the minimum requirements are not met, the exam needs to be retaken.
Homework projects	30	Practice during the semester, and finish at the end of the	Individual homework of international marketing analysis of one self-selected company. The tasks will be informed during the course according to the study progress. Students will do the projects in PPT slide format. Homework projects will be presented in seminars throughout the course. And it will be

		course	assessed as a whole at the end of the course by a 10-point system. The project is being assessed on a 10-point scale: excellent -10 very good - 9 good - 8 average - 7 satisfactory - 6 poor – 5
Group presentation	30	Present during the semester	Group of 2 to 3 students to present a case and answer questions from a list of case studies provided by the lecturer. The presentation is being assessed on a 10-point scale: excellent -10 very good - 9 good - 8 average - 7 satisfactory - 6 poor – 5

Important note! In order to get a positive final assessment, everyone has to complete all above-mentioned assignments (40% exam + 30% individual project + 30% group presentation). The positive grade will be at least 5 or more marks. Students will fail the course if they are absent for the final exam or have an overall score less than 5. Active participation in seminars will have a positive impact on the final result. Students may have chance to retake the exam at the beginning of the next academic term if the negative assessment is due to low exam results or absence of final exam. If the students fail the course because of poor quality or absence of homework project, they have to send proper homework project by the end of faculty exam retake days. However, it's not possible to have another chance of presentation if the students were absent for presentation in seminars during the whole course.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Hollensen, S.	2020	Global Marketing. A Market-Responsive Approach	8th ed.	London: Pearson Education
Optional reading				
Cavusgil T., Knight G. and Riesenberger J.	2022	International Business: The New Realities	5 th ed.	London: Pearson Education
Other various sources (articles, chapters, cases, reports, etc.) uploaded in to emokymai.lt.				