



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
International Marketing	

Academic staff:	Core academic unit
Coordinating: Assoc. Prof. Giedrius Romeika	Kaunas Faculty

Study Cycle	Type of the course unit (module)
Second cycle	Compulsory Course

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Lectures/Seminars	2 semester	Lithuanian/English

Requisites	
Prerequisites: basics of marketing	Co- requisites (if relevant): —

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit:

To deepen business knowledge and increase practical skills related with marketing decisions which are necessary for business company operations in international environment; To reveal specific features of international marketing; To foster creativity and critical- analytical thinking; To develop marketing competences which are necessary for effective activities in company oriented to international markets.

Learning outcomes for the course unit	Teaching and learning methods	Assessment methods
Will be able to analyse and evaluate international and intercultural aspects which are necessary for solving problems in management activities and finding optimal solutions related with marketing field;	Participation in lectures and seminars; Analysis of scientific and business literature; Group tasks; Case studies;	Participation in discussions during seminars; Oral presentation of the report; Prepared group paper work (research project);
Will be able to develop and present marketing mix plan for international market;	Participation in lectures and seminars; Analysis of scientific and business literature; Group tasks;	Participation in discussions during seminars; Oral presentation of the report; Prepared group paper work (research project);
Will be able to conduct research, collect and systematize information	Participation in lectures and seminars; Group tasks;	Participation in discussions during seminars;

needed for international marketing strategy design and implementation;	Case studies;							Oral presentation of the topic; Prepared group paper work (research project);	
Will be able to enunciate marketing solutions and delegate assignments and tasks for team colleagues;	Group tasks; Case studies;							Participation in discussions during seminars; Oral presentation of the topic; Prepared group paper work (research project);	
Will be able to make efficient decisions in international marketing development activities with respect to available resources;	Participation in lectures and seminars; Analysis of scientific and business literature; Group tasks; Case studies;							Participation in discussions during seminars; Oral presentation of the topic; Prepared group paper work (research project);	
Will be able to initiate and manage international marketing projects;	Participation in lectures and seminars; Analysis of scientific and business literature; Group tasks;							Participation in discussions during seminars; Oral presentation of the topic; Prepared group paper work (research project);	
Will be able to integrate in to organizations activities modern aspects of international marketing knowledge and achievements;	Participation in lectures and seminars; Analysis of scientific and business literature; Group tasks;							Participation in discussions during seminars; Oral presentation of the topic; Prepared group paper work (research project);	
Course content: breakdown of the topics	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship placement	Contact hours, total	Individual work	Tasks for individual work
1. Introductory lecture: Introduction to the course, studying (learning) process guidelines;	1	1					2	2	Information retrieval and analysis
2. The concept of international marketing: Role of marketing in international economics; Conceptualization of international marketing; Types of marketing detalization	1	1					2	12	Scientific literature analysis; information retrieval;

3. Intercultural consumption and consumer behaviour: domestic consumption in international marketing environment; cultural influence to consumer behaviour	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
4. International marketing research and investigation: international marketing researches and relations with international organizations; inter-cultural market research; consumer behaviour research	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
5. Foreign market entry modes: perception and adoption of supply and demand phenomena's in different cultures; Foreign market entry modes from export to FDI; Selection of foreign market entry strategy	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
6. Product strategic decisions in foreign market: physical features of product; service features; selection of products for foreign markets; strategic decisions on assortment selection	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
7. Pricing in foreign markets: determination of optimal price level in foreign market; product line pricing; changing of price level; cultural differences of price perception; negotiable price and pricing models; pricing and market regulation;	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
8. Placing decisions in foreign markets: designing of placement infrastructure; role of intermediaries; logistics activities; analysis and case study of	2	2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group

distribution channels;									paper work (research project);
9. Promotion activities in foreign market: campaign design and advertising for foreign market; impact of language and culture to communication process; ethnocentrism, stereotypes, misunderstandings; adoption of advertising to foreign market; sensitive aspects in intercultural promotion	2		2				4	12	Scientific literature analysis; information retrieval; Oral presentation preparing; Preparing of group paper work (research project);
Total	16	2	14				32	98	130

Assessment strategy	Weight %	Deadline	Assessment criteria
Oral presentation of the topic	30%	At the appointed time during semester	<p>Each of following criteria is evaluated in 10 grade scale. Weight of each criteria is the same (20%):</p> <ol style="list-style-type: none"> novelty of used scientific and business literature, Best Practice samples; consistency of presentation (logical connection between all parts of presentation); reasonableness of criticism, reasoning and suggesting of problem solutions; quality of seminar (workshop) conducting (participants interesting and involving in to suggested activities); seminars (workshops) duration and time management, compliance to requirements of structure <p>NOTE: if generative artificial intelligence models are used in the task, it must be indicated in the work in accordance with the methodological instructions for the preparation of works. The authors of the work are personally responsible for the accuracy, ethics and validity of the information generated by the generative artificial intelligence model and receive the assessment directly.</p>
Group paper work (research project)	40%	During session	<p>Each of following criteria is evaluated in 10 grade scale and has its own weight:</p> <ol style="list-style-type: none"> quality of scientific literature used in project preparing (quality of analysis, trustworthiness, conferment, citation, novelty of source) (20%); validity of research methodology (20%); validity and completeness of research results (20%); completeness and reasonableness of suggested proposals (solutions) (30%); volume and quality of paper work (compliance to formal requirements for paper (course) work (project) (10%) <p>NOTE: if generative artificial intelligence models are used in the task, it must be indicated in the work in accordance with the methodological instructions for the preparation of works. The authors of the work are personally responsible for the accuracy, ethics and validity of the information generated by the</p>

			generative artificial intelligence model and receive the assessment directly.
Individual participation in seminars	30%	Every seminar during all semester	3: actively participates in discussions, answers questions, raises issues and questions, proposes critical remarks; solves individual tasks and presents them; 2: participates in discussions, answers questions; completes individual tasks with insignificant errors; 1: barely participates in discussions; answers questions; completes individual tasks with significant errors; 0: not participates in discussions; does not complete individual tasks and does not participate in team work, absents in more than 1/3 of whole seminars.

For the external examination, the following formula is applied: Final grade = (individual paper work grade) *0,5+ (oral presentation of the full course) *0,5. Paper work and presentation evaluation strategies (assessment strategies) are the same as expected

Evaluation strategy working remotely the same as expected.

Author (-s)	Year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
Usunier,J-C., Lee J.A.	2012	Marketing across cultures	6 th edition	Routledge
Cateora P. et al.	2024	International Marketing	19 th edition	Mc Graw Hill Higher Ed.
Hollensen, S.	2020	Global Marketing	8 th edition	Pearson
Horská E. et al.	2014	International Marketing: Within and Beyond Visegrad Borders		Wydawnictwo Episteme
Myers, C.L.	2023	International Marketing: Winning in the New Global Economy	2 nd Edition	Cognella
Recommended reading				
Boulocher-Passet, V.	2025	International Marketing in Practice: A Case Study Collection		Boulocher-Passet, V.
Burton, D.	2009	Cross-cultural marketing. Theory, practice and relevance		Routledge
De Mooij, M.	2005	Global Marketing and Advertising. Understanding Cultural Paradoxes		Sage Publications
Business Case Studies Teaching Business Studies by Example	2017	International marketing cases		http://businesscasestudies.co.uk/teacher-resources/#axzz440mm1e2w