



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title		Code	
International marketing			
Lecturer(s)		Department(s) where the course unit (module) is delivered	
Coordinator: Ying Yiyuan Other(s):		Faculty of Economics and Business administration, Sauletekio ave. 9, II building, LT 10222 Vilnius	
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			
<p>During the course, generic competencies will be developed:</p> <ul style="list-style-type: none"> - 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. <p>As well as specific competencies:</p> <ul style="list-style-type: none"> - 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	
<ol style="list-style-type: none"> 1. Will understand the intercultural differences and apply them in communication with partners in the product value chain. 2. Will know the principles of teamwork and will be able to work in a multicultural team. 3. Will be able to evaluate the company's product range and know its management principles. 4. Will be able to select the pricing strategy and set product prices. 5. Will be able to evaluate the company's strengths and weaknesses, opportunities corresponding to its activities, and potential threats. 	<p>Methods of study: lectures, seminars, group assignments, individual study.</p> <p>Teaching methods: problem-based teaching, case studies, group projects, individual and team-work, group presentations.</p> <p>Study consist of:</p> <ul style="list-style-type: none"> - lectures on the topics covered by this program; - discussions based on students-generated reports on the specific topics; 	<p>Group presentations: analysis of case studies</p> <p>Group written project– the purpose of the assignment is to generalize and finalize knowledges obtained during the whole course.</p> <p>Test with close-ended and open-ended questions</p>	

	<ul style="list-style-type: none"> - individual and group work on practical cases and tasks; - individual work in studying course literature, lectures material, other literature and sources, performing tests. 	
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Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work	E-learning	Contact hours	Self-study hours	Assignments
Bases of international expansion and international marketing.	2							2	4	Students are explained how seminars will be integrated with lectures and additional material. Student teams are formed, and primary assignments are formulated. Chapter 1 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer.
International competitiveness	2		2					4	6	Chapter 4 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International marketing environments and international marketing research	2							2	6	Chapter 5 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
Cultural, political and economic environment	4							4	8	Chapter 6-7 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International market selection	4		4					8	12	Chapter 8 Hollensen, S. (2020)

										Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International market entry strategies: types and selection	2							2	4	Chapter 9 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International market entry strategies: exporting, contractual, equity/investments strategies	6		4					10	14	Chapter 10-12 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International marketing strategy: product/brand strategy	2		2					2	6	Chapter 14 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International marketing strategy: pricing strategy	2							2	4	Chapter 15 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International marketing strategy: distribution strategy	2		2					2	4	Chapter 16 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
International marketing strategy: communication strategy	2							2	4	Chapter 17 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach Additional information provided by the lecturer. Case study analysis.
Planning, implementation and control of international marketing strategy	2		2					6	10	Chapter 19 Hollensen, S. (2020) Global Marketing. A Market- Responsive Approach

											Additional information provided by the lecturer. Case study analysis, assignments, presentations
Total	32		16					48	82		

Assessment strategy	Weight, %	Deadline	Assessment criteria
Test	40	during the exam session	The test is composed of 8 multiple choices questions and 2 open-ended questions related to the course topics. The test will be taken during exam period through the system emokymai.vu.lt. The test is being assessed by 10-point scale: >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-seminars presentation	30	during the semester	Students in groups will have to analyse given specific case studies, answering required questions. During the semester two cases will be provided: each weight of 15% of the final grade. Students will have to present only Power Point presentation. All group members are evaluated equally. The presentation will be assessed by the basis of answering to the given questions, resolving the given tasks, practical use of the theory, and presentation fluency. The presentation is being assessed by 10-point scale: excellent -10 very good - 9 good - 8 average - 7 satisfactory - 6 poor - 5
Homework-report	30	during the semester, completed at the end of course	Students in groups will have to write business report. The report consists business information search, practical analysis according to the given structures of international marketing strategy, giving practical recommendations of future strategy. The paper will be examined on the basis of depth of insight, originality, complete the given tasks, application of theoretical knowledges into practices and literature fluency. The report is being assessed by 10-point scale: excellent -10 very good - 9 good - 8 average - 7 satisfactory - 6 poor - 5

Important note! In order to get positive final assessment, everyone has to complete all above mentioned assignments and get at least positive (5 or more) marks.

The assessment strategy for an external exam	Weight, %	Deadline	Assessment criteria
Test	50%		

		Specific time agreed between lecturer and student	The test is 8 open-ended questions related to the course topics. The test will be taken during exam period through the system emokymai.vu.lt. The test is being assessed by 10-point scale: >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.
Individual written report	50%	Specific time agreed between lecturer and student	Students will have to write business report. The report consists business information search, practical analysis according to the given structures of international marketing strategy, giving practical recommendations of future strategy. The paper will be examined on the basis of depth of insight, originality, complete the given tasks, application of theoretical knowledges into practices and literature fluency. The report is being assessed by 10-point scale: excellent -10 very good - 9 good - 8 average - 7 satisfactory - 6 poor - 5

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
Solberg, C.A.	2018	International marketing: strategy development and implementation	-	Oxon: Routledge
Optional reading				
Alon, I., Jaffe, E., Prange, Chr., & Vianelli, D.	2017	Global Marketing Contemporary Theory, Practice, and Cases	2nd ed.	Oxon: Routledge
Albaum, G., Duerr, E., & Josiassen, A.	2016	International Marketing and Export Management	8th ed.	Harlow: Pearson Education
Other various sources (articles, chapters, cases, reports, etc.) uploaded in to emokymai.lt.				