



DESCRIPTION OF COURSE UNIT

Course unit title	Course unit code
International Marketing	

Lecturer (s)	Department(s) where the course unit (module) is delivered
Coordinator: Dr Giedrius Romeika	Kaunas Faculty Institute of Economics, Finance and Management Muitinès Street 8, LT-44280 Kaunas

Cycle	Type of the course unit
Second cycle	Compulsory Course

Mode of delivery	Semester or period when the course unit is delivered	Language of instruction
Lectures/Seminars	Semester 2	Lithuanian and English

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

Number of ECTS credits allocated	Student's workload	Contact work hours	Self-study hours
5	130	50	80

Purpose of the course unit: programme competences to be developed

The knowledge acquired during the course will help to develop students' ability to think critically and analytically, provide reasonable assessment of the work quality, respond to changes flexibly and creatively; to analyse self-study and work with regard to the changing environment when carrying out personal tasks and obligations; to provide clear oral and written communication with people from different cultures.

Learning outcomes of course unit	Teaching and learning methods	Assessment methods
The ability to apply the knowledge of marketing and commerce management based on fundamental and applied research results, adopt strategic and tactical decisions with regard to marketing and commerce management in the company.	Lectures Seminars Homework Colloquium Exam	Case-study individual analysis and presentation with class discussion questions
The ability to initiate, organise, and carry out marketing and commerce management research independently, and interpret the results of initial data.	Problem-based teaching, discussion, case studies, research methods for individual and group works (information retrieval, literary readings, report preparation and presentation).	Intermediate practical assessment of settlement evaluation of homework; Colloquium
The ability to prepare projects with regard to individual areas (branding, advertising, marketing communications management, logistics and consumer behaviour) and trade management that are necessary for coordination and increase of sales volumes and substantiation of innovative activities.	Lectures Seminars Homework Colloquium Exam	Intermediate practical assessment of settlement evaluation of homework Colloquium

Course content: breakdown of the topics	Contact work hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	All contact work	Self-study work	Assignments
Introductory lecture. Introduction to the course.	2						2	5	Discussion lectures and creative workshops. During workshops students will present their knowledges acquired during theoretical lectures and will solve exercises and tasks related to intercultural communication issues. Students will have to prepare written homework where they will present case study analysis of communications with selected world country representative. This homework should be presented during workshop. The students will perform interim test for assessment of their knowledge and competences acquired for a half semester Literature analysis (Harhie, 2011, p. 1-43; p. 399-433)
1. Cultural diversity and international marketing environment: time and space differences and their impact on the marketing mix. Adaptation and standartization solutions.	3		2				5	5	
Culture dynamics: interaction, mindsets and behavior: Influence on understanding and application on product and service; purchasing habits, motivation.	3		2				5	7	
Intercultural consumption and consumer behavior differences: Local consumption in global marketing environment. Intercultural marketing research dn consumer behavior specifics; ethnic consumption patterns and trends.	4		3				7	7	
Entry barriers and ways into foreign markets: Supply and demand in different cultures. Influence of values on first choice, brand loyalty and further consumption. Competition for consumers. Product strategy for foreign markets: Physical features. Service attributes. National image, country of origin (COO) and brand impact.	4		2				6	7	
Preparing for mid-term assessment								14	
	4		2				6	7	Discussion topic-based lectures and creative workshops. During workshops students will present their knowledges acquired during theoretical lectures and will solve exercises and tasks
Price solutions for foreign markets: Negotiated and negotiable price strategy. Segmentation and pricing. Price wars and agreemnts. Market regulations: non-tariff, protectionism, trading blocs. Distribution in foreign markets: Channel priorities and culture specifics. Japanese models: „just-in-time“ ir keiretsus. Direct marketing and sales promotion	6		3				9	7	

package.									related to intercultural communication issues. Students will have to prepare written homework where they will present case study analysis of communications with selected world country representative. This homework should be presented during workshop. Literature analysis (Harhie, 2011, p. 433-479; Foster, 2004a,b)
Marketing communications in foreign markets: Language, culture and communication; ethnocentrism, stereotypes, customization, adaptation, standartization. IMCs: „soft vs hard“ sales; public relations. Global marketing: expansion problems and challenges: ethical, legal and cultural issues, Cultural affinity zones and groups.	6		2				8	7	
Preparing for the exam.		2					2	14	Preparation for mid-term settlement (lessons analysis, scientific literature analysis).
Total	32	2	16				50	80	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Colloquium	30 %	Week 9- 10	Written test consists of open and closed questions. Evaluation: 3: Excellent knowledge and competences. 90-100 % of right answers. 2,5: Good knowledge and competences. There are some insignificant mistakes or minor shortcomings. 70-89 % of right answers. 2: Average knowledge and competences. There are some mistakes 50-69 % of right answers. 1,5: Knowledge and competences are below average. There are major mistakes. 30-49 of right answers. 1: Knowledge and competences correspond to minimal requirements. There are many major mistakes. 10-29 % of right answers. 0: The minimal requirements are not satisfied. 0-9 % of right answers.
Homework (abstract)	30 %	Until the beginning of session	In the written form the detailed analysis of communication with selected country representatives needs to be submitted. (up to 20-25 pages). The written work should be presented during workshop until the beginning of the session. Assessment scores: 3 – the work is completed according all requirements, quality of work is excellent. 90-100% of work tasks are fully completed, references are cited appropriately, there are no spelling or grammar mistakes, there are no contradicting arguments in all chapters of the work, and structure of work is well done, logical. 2- the work is well done, 70-89% of work tasks are completed, references are cited properly, there are no contradicting arguments in all chapters of the work, and

			<p>structure of work is well done, logical. There are several minor shortcomings in the work.</p> <p>1–work is done satisfactory, 50-69% work tasks are completely There are some spelling and grammar mistakes, there same mistakes in citing and references. There are some contradictions between chapters of the work. There are less than two major shortcomings in the work.</p> <p>0 – work is done not satisfactory. Just 40-0% of work tasks are completed. There are mistakes in citing, spelling and grammar mistakes, logical contradictions between chapters, structure of work is poor. There are more than two major weaknesses in the work.</p>
Exam	30 %	Exam date	<p>Written test consists of open and closed questions.</p> <p>Evaluation:</p> <p>3: Excellent knowledge and competences. 90-100 % of right answers.</p> <p>2,5: Good knowledge and competences. There are some insignificant mistakes or minor shortcomings. 70-89 % of right answers.</p> <p>2: Average knowledge and competences. There are some mistakes 50-69 % of right answers.</p> <p>1,5: Knowledge and competences are below average. There are major mistakes. 30-49 of right answers.</p> <p>1: Knowledge and competences correspond to minimal requirements. There are many major mistakes. 10-29 % of right answers.</p> <p>0: The minimal requirements are not satisfied. 0-9 % of right answers.</p>
The active participation in seminars	10 %	During semester	Necessary to attend all seminars and actively participate in discussions and in solution of tasks related to case studies. All tasks are presented to students one week before seminars. Students actively taking part in seminars are assessed by scores. During the semester there is requirement to get at least five scores from participation in seminars.

Author	Year	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
Usunier, J.; C., JulieLie	2012	Marketing across cultures	6th edition	London, New York: Routledge
Cateora, P. et al.	2012	International Marketing	16th edition ISBN 10: 0073529974	Mc Graw Hill Higher Ed.
Hollensen, S.	2013	GlobalMarketing	6th edition	Pearson
Kinderis, R.	2010	Tarptautinis marketingas		Vilnius, Ciklonas
Optional reading				
Burton, D.	2009	Cross-cultural marketing. Theory, practice and relevance	ISBN 978041544893 2	London, New York: Routledge
Mooij, M.	2005	Global Marketing and Advertising. Understanding Cultural Paradoxes	ISBN 1412914760	USA: Sage Publications
		International marketing cases		http://businesscasestudies.co.uk/teacher-resources/#axzz440mm1e2w
Chlivickas, E.; Leščinskaitė	2015	Tarptautinis marketingas plėtojant leidybos verslą		https://www.google.lt/?gws_rd=ssl#q=tarptautinis+marketingas+knyga