



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
International marketing	

Lecturer(s)	Department(s) where the course unit (module) is
Coordinator: jun. assist Ying Yiyuan Other(s):	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		
<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
<p>Learning outcomes of the course. Student:</p> <p>Will understand theoretical background of international marketing;</p> <p>Will be able to apply the gained knowledge in practice;</p> <p>Will be able to identify interrelation and interaction of various phenomena, identify international marketing problems;</p> <p>Will be able to correspond a change, to research problems and make decisions;</p> <p>Will be able to work in the team;</p> <p>Will be able to present new ideas and solutions;</p> <p>Will be able to clearly define information needs, to use information technologies and data sources; Will be able to independently search, accumulate and systematize the necessary information;</p>	<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; - individual and group work 	<p>Group projects: planning international market entry and marketing strategy; the project is divided into four intermediate assignments</p> <p>Homework/practical assignment/case study - the purpose of the assignment is to generalize and finalize knowledges obtained during the whole course.</p> <p>Exam test (questions from the whole course: mandatory literature, lecture materials as</p>

Will be able to apply analysis methods appropriate to the nature of the information; Will be able to make and justify conclusions; Will understand a need and importance of improvement and will constantly seek improvement; Will gain critical and self-critical thinking skills; Will understand and follow ethical norms; Will be able to independently analyse the environment, opportunities and threats; Will be able to evaluate markets and to use relevant communication tools; Will be able to evaluate consequences of the proposed solutions in a complex way; Will understand the nature and characteristics of international marketing processes and operations; Will be able to make decisions independently in	practical cases and tasks; - individual work in studying course literature, lectures material, other literature and sources, performing tests.	well as assignments)
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Do not pay attention to that - we will improve that.

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
Bases of international expansion and international marketing.	2							2	4	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International competitiveness	2		2					4	6	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International marketing environments and international marketing research	2							2	6	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
Cultural, political and economic environment	4							4	8	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International market selection	4		4					8	12	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations

International market entry strategies: types and selection	2							2	4	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International market entry strategies: exporting, contractual, equity/investments strategies	6		4					10	14	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International marketing strategy: product/brand strategy	2		2					2	6	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International marketing strategy: pricing strategy	2							2	4	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International marketing strategy: distribution strategy	2		2					2	4	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
International marketing strategy: communication strategy	2							2	4	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
Planning, implementation and control of international marketing strategy	2		2					6	10	Reading the scientific literature and sources, uploaded in to emokymai.lt; practical assignments, presentations
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-seminars presentation	30	during the semester	With the previous topics related practical assignments done within the students groups. Each homework is presented in the classroom and assessed a 10-point system. Final grade - the average of all presentations.
Homework-report/case study	30	during the semester, completed at the end of course	With the whole course related practical project done within the students groups. Completed project is not presented in the class, it has to be completed in written form and assessed a 10-point system.
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.			

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.	2017	Global Marketing. A Market-Responsive Approach	7th 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.				