



SYLLABUS “INTERNATIONAL MANAGEMENT AND MARKETING”

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems Management and Innovative Technologies Department

Semester when the course unit is delivered: 3rd

Level of course unit: Master level

ECTS credits: 6

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Modern Management Technologies;
- Managerial Economy;
- Integrated Management Systems.

COURSE OBJECTIVES (AIMS)

- ability to develop a corporate strategy, organizational development and change programs and ensure their implementation;
- the use of modern methods of corporate finance management to solve strategic problems in the field of international management and marketing;
- the use of quantitative and qualitative methods for conducting applied research and business process management;
- the ability to prepare analytical materials based on the results of their application in the field of international management and marketing;
- knowledge of the methods of economic and strategic analysis of the behavior of economic agents and markets in the global environment;
- the use of modern methods of corporate finance management to solve strategic problems in the field of international management and marketing.

COURSE CONTENTS

Session 1. International management of an industrial enterprise. Forms and methods of entering the international market.

- The globalization of the economy and the internationalization of entrepreneurship.
- Features, goals and objectives of international management.



- Segment selection and assessment of the competitive potential of international markets.
- Ways of entry and form of consolidation of firms in international markets.

Session 2. Marketing research of international markets. International marketing environment.

- Information system, tasks and subject of marketing research in international marketing.
- The process and design of marketing research in international marketing.
- Methods of obtaining and processing marketing information in international marketing.
- The structure, content and main sources of marketing information.
- International Internet Marketing Research

Session 3. International strategic management.

- The main tools: methods and technologies of international strategic management

Session 4. Pricing policy in international marketing.

- Pricing strategies in the international market.
- Features of establishing export prices.
- Customs Tariffs and Payments.
- Price calculation for the purchase and sale of licenses.

Session 5. Product policy in international marketing.

- International aspects of product policy.
- Features of services as an object of international trade.
- The main trends in the development of the international tourism market.
- Logistic service in international markets.

Session 6. International logistics.

- Features of the organization of goods distribution in international markets.
- Forms of interaction of business partners in foreign trading networks.
- Features of international licensed trade.
- Franchising as a form of partnership with foreign firms.

Session 7. Marketing strategies and organizational forms of international entrepreneurship.

- Forms of organizing international entrepreneurship.
- Marketing Strategies for International Business

Session 8. International human resources management.

- Human Resource Management in international companies.
- Place HRM in the



overall management system of the organization. • Motivation and motivation of personnel in international companies

Session 9. Modern technologies of international management and marketing.

- Modern technologies of international management in the aspect of the model of innovative business development in an international environment

LEARNING OUTCOMES

Knowledge:

- research methods of international markets;
- assessment of the level of competition;
- selection of competitive development strategies;

Abilities:

- segment the international market; to develop strategies for international management and marketing;
- develop a marketing plan; to develop a marketing mix (goods, services, prices, promotion and distribution of products);

Skills:

- methods and techniques of managing the international marketing activities of an industrial enterprise.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Each session lecturing accounts for about 60% of time, students' participation in discussion accounts for 40%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussions.

During the seminars, students will have an opportunity to analyze some practical tasks, to work on essay and recognize how to deal with it by using information technologies.

Comprehensive development of student discipline involves:

- students involvement in problem-based presentation;
- students self-guided reading of the further literature;
- students participation in discussions;
- students participation in practical tasks;
- essay;
- testing and exam.

Criteria for evaluation:

Practical tasks

The maximum number of points for practical tasks: 40 points

The correct and comprehensive answers to all proposed questions are given.	30-40
The correct, in general, answers to all proposed questions are given, however, there are minor comments on the completeness and quality of the presentation of the material.	20-29
There are significant comments on the completeness and quality of the presentation of the material or some of the issues remained unresolved	10-19
No answers to questions or incorrect answers.	0-9

Essay

The maximum number of points for essay: 20 points

<p>Relevance, purpose and objectives: the problem is clearly identified and its relevance is justified, the goal is formulated, the research objectives are defined.</p> <p>Structure: the text is divided into sections, there are no errors in text structuring.</p> <p>Design: volume is maintained, requirements for external design are met. The text contains at least one figure and one table.</p> <p>References: The requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 5 years.</p> <p>Text quality: the analysis of the problem with the involvement of several sources of literature is carried out, own position is logically stated, conclusions are formulated, the topic is fully disclosed, links to sources from the list of literature are indicated.</p> <p>Protection: demonstrates a complete understanding of the described problem, gives correct answers to all questions on the topic of the abstract</p>	18-20
<p>Relevance, purpose and objectives: the problem is not clearly defined, there is a rationale for its relevance, a goal is formulated, the</p>	13-17



<p>research objectives are defined.</p> <p>Structure: the text is divided into sections, there are no gross errors in text structuring.</p> <p>Design: the text of the project is framed with minor violations of the design requirements set forth in this document, the volume is maintained. The text contains at least one figure and one table.</p> <p>References: when designing a project, most of the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are met. References include textbooks, scientific and popular science journals, legal acts, and links to electronic publications. The age of the sources is not older than 5 years.</p> <p>Text quality: the analysis of the problem with the involvement of several sources of literature is carried out, own position is logically stated, conclusions are formulated, the topic is fully disclosed, links to sources from the list of literature are indicated.</p> <p>Protection: demonstrates a significant understanding of the problem; not all questions are answered or incomplete answers</p>	
<p>Relevance, purpose and objectives: the relevance of the problem is insufficiently substantiated, the purpose and objectives of the study are not formulated.</p> <p>Structure: the text is divided into sections, there are errors in text structuring.</p> <p>Design: The text of the project is framed with violations of the design requirements set forth in this document, the volume is not maintained, there are no figures and tables.</p> <p>References: during the design of the project, the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are partially observed. The list of references is framed with violations of the quality and age requirements of the sources.</p> <p>Text quality: the analysis of the problem was carried out according to one source of literature, there are no conclusions, the topic is not fully disclosed.</p> <p>Protection: demonstrates a partial understanding of the problem, answers are given only to basic questions.</p>	8-12
<p>Relevance, purpose and objectives: there is clearly no justification for the relevance of the problem, the purpose and objectives of the study.</p> <p>Structure: the text is not divided into sections or there are gross errors in structuring the text.</p> <p>Design: the text of the project is framed with gross violations of the</p>	0-7



design requirements set forth in this document. References: during the design of the project, most of the requirements of GOST 7.32-2001 and GOST 7.0.5-2008 with respect to bibliography and references are not complied with or there is no literature list. Text quality: the topic is not disclosed, the requirements for the task are not fulfilled. Protection: demonstrates a lack of understanding of the problem, there are no answers to questions or answers are incorrect	
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Exam + Testing

The maximum number of points for tests: 20 points

The share of scores from their total number is equal to or exceeds 85% (excellent)	18-20
The share of scores from their total number is in the range from 65 to 84% (good).	12-17
The share of scores from their total number is in the range from 55 to 64% (satisfactory).	10-12
The share of scores from their total number is less than 55% (unsatisfactory)	0-9

The maximum number of points for oral exam questions : 20 points

The correct and comprehensive answers to all proposed questions are given.	18-20
Given the correct, in general, answers to all proposed questions, however, there are minor comments on the completeness and quality of the presentation	12-17
There are significant comments on the completeness and quality of the presentation of the material or some of the issues remained unresolved	10-12
No answers to questions or incorrect answers.	0-9

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Makarova, E. L., Podoprigora, M. G. International management [Text]: textbook. allowance / SFedU, ITA, IUES - Rostov n / D-Taganrog: Publishing house of SFedU, 2017. - 127 p.



2. Makarova, E. L., Podoprigora, M. G. Marketing: fundamentals, patterns, development prospects [Text]: textbook. allowance / SFedU, ITA, IUES, Kaf. Management - Taganrog: Publishing House of SFU, 2016. - 85 p.
3. Management of production quality in international corporations: workshop - Stavropol: SKFU, 2016. - 167 p.
<http://biblioclub.ru/index.php?page=book&id=459317>
4. Lugovnina S. M. International management: a training manual / S. M. Lugovnina; Volga State Technological University - Yoshkar-Ola: PSTU, 2019 .-- 156 p. <http://biblioclub.ru/index.php?page=book&id=562249>
5. Motozhanets A. A. Focus on your Master Studies in Economics and Management: a manual in English for undergraduates in economic areas of study: a manual / A.A. Motozhanets, A.Yu. Polenova; Ministry of Science and Higher Education of the Russian Federation; Federal State Autonomous Educational Institution of Higher Education "Southern Federal University"; Institute of Philology, Journalism and Intercultural Communication - Rostov-on-Don | Taganrog: Publishing House of the Southern Federal University, 2018. - 137 p. <http://biblioclub.ru/index.php?page=book&id=561195>
6. Morgunov V. I. International marketing: textbook / V.I. Morgunov S.V. Morgun ov - Moscow: Publishing and trading corporation Dashkov & Co., 2017. - 182 p. <http://biblioclub.ru/index.php?page=book&id=495796>
7. Innovation management - Moscow: Unit i-Dana, 2015. - 392 p.
<http://biblioclub.ru/index.php?page=book&id=119436>
8. <http://esomar.org> ESOMAR - European Society for Research in Marketing and Public Opinion.
9. <http://hovard-marketing.com> The site has a large collection of marketing articles, book reviews and websites.
10. <http://knowthis.com> "Virtual Marketing Library" - a huge database of links to marketing resources selected and classified by topic.
11. <http://marcommwise.com> Here are collected and categorized various marketing articles. Sections affect almost all areas of marketing.
12. <http://strategy-business.com> "A magazine that can lead you to success." Here marketing is presented as one of the tools of a successful business strategy.
13. <http://wilsonweb.com> "Web-marketing & E-commerce". There are many tips, tricks, and articles about marketing on the Internet.