**Санкт-Петербургский филиал федерального государственного   
автономного образовательного учреждения высшего образования   
"Национальный исследовательский университет**

**"Высшая школа экономики"**

Факультет Санкт-Петербургская школа экономики и менеджмента

Департамент менеджмента

**Рабочая программа дисциплины**   
 **Международный маркетинг/International Marketing**

для майнора “Международный бизнес”

уровень бакалавриат

Разработчик программы

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Академический руководитель майнора

Т.Ю. Грищенко \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Санкт-Петербург, 2016

**Saint-Petersburg Branch of the Federal State Autonomous Institution of Higher Education “National Research University - Higher School of Economics"**

Saint-Petersburg School of Economics and Management

Management department

**Course Syllabus**

**International Marketing**

Minor “International Business”

Undergraduate level

Course syllabus author:

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Saint-Petersburg, 2016

*Настоящая программа не может быть использована другими подразделениями университета и другими вузами без разрешения кафедры-разработчика программы.*

**Аннотация рабочей программы**

1. **Описание курса**

* Название курса: Международный маркетинг
* Кредиты: 5 з. е.
* 2017-2018 учебный год, 3-4 модуль
* Автор курса: Грищенко Татьяна Юрьевна
* 60 аудиторных часов

2. **Содержание курса**

Курс «Международный маркетинг» является последним из четырех факультативных курсов майнора «Международный бизнес». Курс является введением в теорию и практику международного маркетинга для студентов различных программ бакалавра НИУ ВШЭ – Санкт -Петербург. Принимая во внимание специфику майнора, главная цель данного курса состоит в предоставление концентрированного обзора основных направлений международного маркетинга, в том числе маркетинговых концепций, инструментов и техник.

В рамках курса рассматриваются маркетинговые проблемы, с которыми сталкиваются международные компании при ведении бизнеса через границы. Поскольку современный мир характеризуется высокой степенью сложности и турбулентности, полезно дать студентам практические навыки определения маркетинговых возможностей, оценки конкурентных преимуществ и выявления глобальных бизнес возможностей.

Получение теоретических знаний считается с получением практических навыков, делается акцент на развитии аналитических и коммуникационных способностей, критического мышления студентов и навыков работы с проблемами путем решения задач и кейсов, проблемных дискуссий, интерактивных лекций. В рамках курса студенты должны будут разработать домашнее задание в командах. Совместная работа над заданием поможет использовать экспертные знания студентов различных образовательных бакалаврских программ и обеспечит ценный опыт междисциплинарного подхода.

**Тематический план учебной дисциплины**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| № | Темы | Всего часов | Аудиторные часы | | Самостоятельная работа |
| Лекции | Семинары |
| 1 | История развития маркетинга.  Основные термины и концепции маркетинга | 14 | 4 |  | 10 |
| 2 | Международная маркетинговая среда | 12 | 2 |  | 10 |
| 3 | Международный продукт и брэндинг | 16 | 2 | 4 | 10 |
| 4 | Стратегический маркетинг | 18 | 4 | 4 | 10 |
| 5 | Исследование рынка | 28 | 4 | 4 | 20 |
| 6 | Инструментарий международного маркетинга | 16 | 4 | 2 | 10 |
| 7 | Маркетинговое планирование международной организации | 30 | 2 | 8 | 20 |
| 8 | Международные маркетинговые стратегии | 18 | 4 | 4 | 10 |
| 9 | Маркетинговые коммуникации в глобальном контексте | 12 | 2 |  | 10 |
| 10 | Международный маркетинг в 21 веке: тенденции и вызовы | 26 | 2 | 4 | 20 |
| Всего | | 190 | 30 | 30 | 130 |

**Формы контроля знаний студентов**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Тип контроля | Форма контроля | 3 курс | | | | Параметры |
|  |  | 3 модуль | 4 модуль |
| Текущий | Домашнее задание |  |  |  | \* | Групповой проект |
|  | Аудиторная работа |  |  | \* | \* | Решение задач, дискуссии, работа в группах |
| Итоговый | Экзамен |  |  |  | \* | Письменный тест  (60 вопросов, 90 минут) |

3. **Порядок оценивания курса**

* ***Формирование итоговой оценки***

Итоговая оценка включает в себя письменный экзамен (40%) и результаты накопленной в течение модуля оценки (60%).

**О итог = 0,4·О экзамен + 0,6·О накопленная**

**О накопленная** – накопленная оценка по дисциплине

**О экзамен** – оценка за экзамен

* ***Формирование накопленной оценки***

**О накопленная = 0,6· О ауд. + 0,4·О д/з**

**О д/з** – оценка за домашнее задание

**O ауд.**- оценка за аудиторную работу студентов

Для текущего и итогового теста оценки выставляются следующим образом:

Отлично – 8-10 баллов (по 10 балльной шкале)

Хорошо – 6-7 баллов (по 10 балльной шкале)

Удовлетворительно – 4-5 баллов (по 10 балльной шкале)

Неудовлетворительно – 0-3 баллов (по 10 балльной шкале)

Способ округления накопленной и итоговой оценок – арифметический.

# Field of Application and Regulatory References

This elective course is a final course in the frames of the Minor “International Business”. The course is designed to introduce the theory and practice of marketing in the global context to the students of bachelor programmes other than BA in Management. This course syllabus outlines the requirements to the student knowledge and skills as well as the course content, activities, and assessment.

The course syllabus is intended for instructors of the course “International Marketing” and students of Minor in International Business.

The course syllabus is developed in accordance with:

* Educational standards of NRU HSE for bachelor degree education, approved by the Academic Council of NRU HSE for the bachelor degree education 38.03.04 «State and Municipal management», 46.03.01 «History», 45.03.01 «Philology», 41.03.04 «Political Science», 39.03.01 «Sociology», 38.03.01«Economics», 40.03.01 «Jurisprudence», 41.03.03 «The Asian and African Studies» URL: <https://www.hse.ru/standards/standard>
* Educational Programs of NRU HSE for bachelor degree education 38.03.04 «State and Municipal management», 46.03.01 «History», 45.03.01 «Philology», 41.03.04 «Political Science», 39.03.01 «Sociology», 38.03.01«Economics», 40.03.01 «Jurisprudence», 41.03.03 «The Asian and African Studies»
* University Academic Plans of NRU HSE – Saint Petersburg for bachelor degree education 38.03.04 «State and Municipal management», 46.03.01 «History», 45.03.01 «Philology», 41.03.04 «Political Science», 39.03.01 «Sociology», 38.03.01«Economics», 40.03.01 «Jurisprudence», 41.03.03 «The Asian and African Studies».

# Course Objectives

This course is one of four elective courses in the frames of the undergraduate Minor “International Business”. The course is designed as an introduction to the theory and practice of Marketing in international dimension for the students of non-business majors - the bachelor programmes of NRU HSE-St. Petersburg campus. Taking into account the scope of Minor programme the primary objective of this course is to deliver a concentrated general overview of the main areas of the International Marketing, including marketing concepts, tools and technics.

The course addresses marketing issues faced by international companies caused by complexity of operating across borders. As the rapidly changing world becomes a more complex place to operate it is important to empower students with a hands-on experience to identify marketing possibilities and take advantage of global business opportunities.

The course has emphasis on developing students' analytical, critical and problem solving skills through assignments, problem discussions, interactive lectures and case studies. The students will have opportunity to develop course project in teams. The teamwork will benefit through additional expertise provided by the students of the different educational bachelor programmes that will enhance the marketing planning results and will provide valuable experience of cross-disciplinary approach.

# Competencies acquired by students within the course

Levels of competencies' formation:

RB - resource base (knowledge, skills).

WA - working approaches, which form the core of the competence.

MV – motivational and value component, which reflects the awareness degree of the competence's value and readiness to apply it.

As a result, the student acquires the following competencies:

| Competency | NC/NRU-HSE  Code | Competence level | Descriptors - the learning outcomes  (the indicators of achievement) | Teaching methods which contribute to the formation and development of competencies | Forms of competence maturity control |
| --- | --- | --- | --- | --- | --- |
| Student is able to carry out business communication in oral and written forms in the official (state) and foreign languages | УУК–4 | RB/WA/ MV | Students are capable  –to use effectively business communication skills in English in oral, written and graphic forms;  -to participate in international negotiations,  -to accept, analyze and critically evaluate oral and written business information in English | Lectures in interactive format, case studies, problem discussions, class teamwork, working with various data sources in English, presentations of the course project results | Teamwork presentations, home assignments, course project, final written test |
| Student is able to manage the time, to build and realize a self-development trajectory on the basis of the principles of education during all life | УУК–6.1 | RB/WA/ MV | Students are capable of self-development, personal growth, initiative and leadership qualities | Self-study, teamwork, problem discussions, self-study, instructor’s feedback about the homework results, working over the course project,  final written test | Teamwork presentations, home assignments, course project, final written test |
| Student is capable to solve strategic and tactical management issues in an international organization | ППК-A | RB/WA/ MV | Students are capable to apply knowledge and skills about the functioning of international organisations in a global context, including marketing planning and marketing implementation | Interactive lectures, teamwork, case studies, problem discussions, instructor’s feed-back about the homework results, course project | Teamwork presentations, home assignments, course project, final written test |
| Student is able to effectively perform management functions in a multicultural environment | ППК-В | RB/WA/ MV | Students are capable to develop effective behavioral and management strategies in a cross-cultural environment, to apply the knowledge about the features of the multinational companies, the main aspects of cross - cultural communication | Lectures in interactive format, cases studies, problem discussions, class presentations, course project | Teamwork presentations, home assignments, course project, final written test |

# How the Course Fits in with the Curriculum

This elective course is a part of the Minor “International Business”. It is developed for the students of the third year of education of non-management bachelor’s programmes at NRU HSE – Saint-Petersburg.

Prior to this course students successfully passed three courses of Minor “International Business”: “Fundamentals of International Business”, “Cross-Cultural Communication”, “World Economy and International Trade”.

After the course completion, the students are expected to

* know main definitions and concepts of international marketing theory;
* be capable to apply marketing tools and techniques on practice;
* be aware about the main trends and challenges of international marketing in the 21 century.

# The Course Topics

The volume of learning - 5 ECTs

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| № | Topics | Total hours | Classroom hours | | Self-study |
| Lectures | Seminars |
| 1 | The History of Marketing. Main Marketing Definitions and Concepts | 14 | 4 |  | 10 |
| 2 | The International Marketing Environment | 12 | 2 |  | 10 |
| 3 | International Product and Branding | 16 | 2 | 4 | 10 |
| 4 | Strategic Marketing | 18 | 4 | 4 | 10 |
| 5 | Market Research | 28 | 4 | 4 | 20 |
| 6 | International Marketing Tools | 16 | 4 | 2 | 10 |
| 7 | International Marketing Planning | 30 | 2 | 8 | 20 |
| 8 | International Marketing Strategies | 18 | 4 | 4 | 10 |
| 9 | Marketing Communications on a Global scale | 12 | 2 |  | 10 |
| 10 | International Marketing in 21 Century: Trends and Challenges | 26 | 2 | 4 | 20 |
| Total | | 190 | 30 | 30 | 130 |

# Forms of control of students' knowledge

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type of control | Form of control | 3rd year | | | | Parameters |
|  |  | 3 | 4 |  | |
| Intermediate | Home Work |  | 5 | \* | \*\* | Course Project | |
|  | Class activities |  |  | \* | \* | Assignments, teamwork, case studies, problem discussions, course project presentation | |
| Final | Examination |  |  |  | \* | Written test (60 multiple-choice questions, 90 minutes) | |

# Grading criteria

Grades should reflect student performance during the course implementation. The final examination will focus on the materials of lectures and seminars. The final examination will be conducted in the written form - multiple-choice test. To pass successfully the final written test, students should attend each class and be study attentively all course materials placed at the LMS and recommended readings for self-study. Grades will be assigned based on the HSE standards.

**Final Exam**

|  |  |  |
| --- | --- | --- |
|  | **Number of right answers** | **Credited** |
|  | **55-60** | 10 |
|  | **49-54** | 9 |
|  | **43-48** | 8 |
|  | **37-42** | 7 |
|  | **31-36** | 6 |
|  | **25-30** | 5 |
|  | **19-24** | 4 |
|  | **13-18** | 3 |
|  | **7-12** | 2 |
|  | **0-6** | 1 |

**Assessment criteria for the course project**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Criteria** | **Assessment** | **Result** |
| 1. | Appropriate layout | Accuracy, compliance according the requirements, the presence of referencing within the work, the presence of graphic elements | 1 2 3 4 5 6 7 8 9 10 |
| 2. | Course Project outline | Essential Content (presence of all required components) | 1 2 3 4 5 6 7 8 9 10 |
| 3. | Course project presentation | Delivery (no reading, good enthusiasm, right pace and timing),  Visualization (readability, layout, language, supportive, not distracting),  Convincing the audience by easily using logical arguments and clear structure,  Demonstrate understanding of the questions asked and answers them in a satisfactory way,  Audience involvement (show awareness of the audience, e.g. by interaction, handling questions, eye-contact) | 1 2 3 4 5 6 7 8 9 10 |
| 4. | Student’s contribution,  originality | Individual student’s input, originality, findings | 1 2 3 4 5 6 7 8 9 10 |
| 5. | Implementation schedule | The course project should be submitted in time: for each day of delay - minus one point | 1 2 3 4 5 6 7 8 9 10 |

**Grading criteria for classroom assessment**

|  |  |
| --- | --- |
| **Classroom performance** | **Result** |
| Knowledge of the material | 1 2 3 4 5 6 7 8 9 10 |
| Ability to communicate the material | 1 2 3 4 5 6 7 8 9 10 |
| Ability to complement the answers | 1 2 3 4 5 6 7 8 9 10 |
| Ability to ask important questions and to formulate the problem | 1 2 3 4 5 6 7 8 9 10 |

# Course Content

**Theme 1: The History of Marketing. Main Marketing Definitions and Concepts**

The history of marketing development. The four eras in the history of marketing. The definition of marketing. Main marketing concepts. Marketing Mix concept of 4Ps / 7Ps. The modern development of marketing theory. Definitions and terminology of international marketing. Internationalization and globalization.

Main readings:

Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated: Chapter3 <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206>

Supplementary readings:

Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>

Kotler, Philip (2003). Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know. John Wiley & Sons Incorporated

**Theme 2: International Marketing Environment**

External and internal intentional marketing environment. The factors of international marketing environment. Tools of international marketing environmental analysis.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 2, pp. 60-140

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10417654>

Supplementary readings:

1. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
2. Stöttinger, Barbara, Schlegelmilch, Bodo B. and Zou, Shaoming (2015). International Marketing in the Fast Changing World. Emerald Group Publishing Ltd. <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201526>
3. Voon, Tania (2013). Trade Liberalisation and International Co-operation: A Legal Analysis of the Trans-Pacific Partnership Agreement. Edward Elgar Publishing

<http://proxylibrary.hse.ru:2210/view/9781782546771.xml>

**Theme 3: International Product and Branding**

International Product. Product Life Cycle. Brands and branding. Strategies for successful brands. International branding. Rebranding. Brands’ ranking. New brands in international marketing.

Main readings:

1. Kotler, Philip, (2010). Ingredient Branding: Making the Invisible Visible. Springer Berlin Heidelberg: p.1-339 <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-642-04214->0

Supplementary readings:

1. Kotler, Philip, Pfoertsch, Waldemar (2006). B2B Brand Management. Springer Berlin Heidelberg <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-44729-0>
2. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd.

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>

**Theme 4: Strategic Management**

Introduction to the nature of strategic management. The role of the strategy in international organisations. Common themes on strategy. The concept of strategy. Levels of Strategy. Corporate strategy. Business strategy. Functional strategies. Mission, objectives, goals. Strategic role of managers at different levels in an organization. Main pitfalls of the strategic planning. Strategic management concepts and models. BCG matrix, VRIO. Porter's five forces analysis. Ansoff matrix.

Main readings:

Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press

[http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof- 9780199578030](http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-%099780199578030)

Supplementary Readings:

1. Ansoff, I.: Strategies for Diversification, Harvard Business Review, Vol. 35 Issue 5,Sep-Oct 1957, pp. 113-124
2. Barney, Jay B., Clark, Delwyn N (2006). Resource-based Theory: Creating and Sustaining Competitive Advantage. Oxford University Press

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10271509>

1. Hill, Charles W.L., Gareth R. Jones, Strategic Management Theory: An Integrated Approach, Cengage Learning, 10th edition 2012
2. McKinsey Quarterly. Enduring Ideas: The 7-S Framework. March 2008

<http://www.mckinsey.com/insights/strategy/enduring_ideas_the_7-s_framework> (Accessed 10 December 2016)

1. Peters, Thomas J., Waterman, Robert H. (1982). In Search of Excellence: Lessons from America's Best Run Companies. USA: New York, Harper & Row
2. Porter M.E. The Five Competitive Forces That Shape Strategy. Harvard Business Review, pp. 86-104, January 2008.
3. “What is Strategy?” by Michael Porter, Harvard Business Review, pp.61-76, November-December 1996.

**Theme 5: Market Research**

Reasons for market research. Types of market research. Market research information. Market research methods. Research tools and resources for international market. Scheme of market research. Marketing research industry. International marketing research: practices and challenges.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 3 p. 140-153

Supplementary readings:

Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

**Theme 6: International Marketing Tools**

Marketing techniques. The choice and implementation of marketing tools. Effectiveness of market ing activities. Tools for creating global marketing strategy.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:

1. Barney, Jay B., Gorman, Clifford, Trish . (2014), What I Didn't Learn in Business School, Harvard Business Review Press, 11(November, 16), pp. 1-8.
2. Manfred, Krafft, Diane, Rinas, Kay, Peters, Jürgen, Höfling and Jürgen, Hesse (2007). International Direct Marketing: Principles, Best Practices, Marketing Facts. Springer Verlag

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-39632-1>

**Theme 7: Marketing Planning**

Marketing planning process. Marketing planning process. Marketing planning as a part of business planning. Marketing plan template.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:

Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>

**Theme 8: International Marketing Strategies**

Strategies of international companies. International marketing entry methods. Advantages and disadvantages of different market entry options. The diversity of entry modes to international markets. Competitive environment and competitive advantage. Strategy development process.

Main readings:

Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorpo-rated: Chapter 5, 6 <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206>

Supplementary readings:

1. Kotler, Philip (2014). Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities. John Wiley & Sons
2. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd.

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>

3. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>

4. Waterman, David (2005). Hollywood's Road to Riches. Harvard University Press <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10312746>

**Theme 9: Marketing Communications on a Global scale**

Understanding of how marketing communications can vary by international markets.

Promotion strategies and advertising options in the context of international marketing.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 7 p. 263-288

Supplementary readings:

Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

**Theme 10: International Marketing in 21 century: Trends and Challenges**

The scope and challenges of marketing on a global level. New paradigm in international marketing. Particular cases of international companies. Guest lecture of business representative.

Main readings:

Geetanjali (2010). International Marketing. Oxford Book Co.: Chapter 2, pp. 60-140

Supplementary readings:

1. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
2. Kotler, Philip (2009). Chaotics: The Business of Managing and Marketing in the Age of Turbulence. AMACOM

# Educational Technologies

Various types of active and interactive forms of training activities, including problem discussions, case studies, teamwork, feedback about the results of assignments and students’ presentation, lectures in interactive format will aid and enhance student learning. The guest lectures of business representatives in the framework of the course are going to illustrate the marketing theory and increase students’ competencies.

## Teaching tips for instructors

The course materials including lectures presentation, seminars’ information, assignments, updates and announcement will be provided for students through the Learning Management System (LMS).

## Learning tips for students

Classes will involve a blend of different experiences including the interactive lectures, presentation of material by the Instructors, exercises associated with the course project, teamwork and problem discussions assignments and case studies. Students should develop course project in groups and present the results during the final seminars.

The academic honesty policy is strictly followed in the HSE. It is included in the HSE Academic Handbook, <https://www.hse.ru/en/studyspravka/plagiat/> Students are expected to be familiar with this policy. No violations of this policy will be tolerated in this course.

This syllabus and accompanying topic schedule are tentative and subject to change. Changes and/or additions will be announced via the LMS, so students are advised to check e-mail daily. The instructors reserve the right to modify the course requirements, assignments, dates, grading procedures, policies as circumstances dictate.

Most materials for this course will be provided through the LMS. All students must be able to access this system.

Attendance in class seminars, lectures and final examination is mandatory. Deadlines for all written assignments and presentations are final.

If necessary, it is recommended to address the instructors through e-mail. The instructors will respond to all emails within one working day. If the student do not receive a response within one working day, the instructor did not receive the email and the student is strongly advised to send email again.

# Evaluation Tools for Students’ Monitoring and Assessment

The examples of multiple-choice (“four-possible answers”) questions for the final written exam:

1. A communication strategy that aims to influence a range of stakeholders and to build reputation is called…

a. pull strategy

b. push strategy

c. portfolio strategy

d. distribution strategy

2. The classical 4 P structure of the Marketing Mix was modified suitably to incorporate the 7 Ps for …

a. B2B marketing

b. services marketing

c. international marketing

d. all of the above

3. According to Philip Kotler the classical structure of the Marketing Mix needs to be modified suitably to incorporate the 8 P which is ...

a. Partnership

b. Performance

c. Participation

d. Perception

4. AIDA - model, an acronym which stands for

a. Attendance, Introduction, Discount and Advance

b. Attitude, Inquiry, Diversify and Award

c. Attractiveness, Interpret, Diagnose and Achieve

d. Attention, Interest, Desire and Action

5.The first Chinese company entered the Interbrand’s Best Global Brands ranking in

a. 1998

b. 2002

c. 2014

d. 2016

6. A marketing strategy that aims to tailor the marketing mix to appeal to the cultural or demographic particulars of customers in the new market is called…

a. targeting

b. skimming

c. adaptation

d. standardization

# Assessment

Overall grades are based on student's performance during the course implementation and address grade level standards. Within each topic grades shall be determined and recorded using forms of home assignment, teamwork, class participation and final exam evaluation table.

Course grading includes:

I. Intermediate assessment:

• homework (course project) (40%),

• class activities (60%), including teamwork, current assessment, assignments, case studies, problem discussions

**О interm = 0,6· О class+ 0,4·О homework**

О homework – course project (5th week of the 2 module)

O class *=* class activities, including current assessment, assignments, teamwork, case studies, problem discussions

II. Final assessment: written examination (40%) and intermediate assessment (60%).

**О final = 0,4·О exam + 0,6·О interm**

Final exam will be conducted in the written form. The multiple-choice test will be based upon the material from the lectures and seminars. The test includes 60 questions with four possible answers. The duration of the final test is 90 minutes. Students whose accumulated intermediate assessment is 8 – 10 points are not required to pass final exam. In this case, the final grade (O final) could be counted as the final grade (O final) upon the student’s decision. Final control grade will be put in the diploma supplement, which is the resultant assessment of student performance. The grades are rounded to benefit the student.

* Excellent – 8-10 points (on 10 point scale)
* Good – 6-7 points (on 10 point scale)
* Credited – 4-10 points (on 10 point scale)
* Failure – 0-3 points (on 10 point scale)

For class participation assessment and the results of course project:

* Excellent – 8-10 points (on 10 point scale)
* Good – 6-7 points (on 10 point scale)
* Satisfactory – 4-5 points (on 10 point scale)
* Failure – 0-3 points (on 10 point scale)

# Educational-Methodical and Information Support of Discipline

## Соre Textbook

Geetanjali (2010). International Marketing. Oxford Book Co.

<http://site.ebrary.com/lib/hselibrary/detail.action?docID=10417654>

## Supplementary Reading

1. Ansoff, I.: Strategies for Diversification, Harvard Business Review, Vol. 35 Issue 5,Sep-Oct 1957, pp. 113-124
2. Barney, Jay B., Gorman, Clifford, Trish . (2014), What I Didn't Learn in Business School, Harvard Business Review Press, 11(November, 16), pp. 1-8.
3. Cherunilam, Francis (2010). International Marketing: (Text and Cases). Himalaya Pub. House. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415108>
4. Hill, Charles W.L., Gareth R. Jones, Strategic Management Theory: An Integrated Approach, Cen-gage Learning, 10th edition 2012
5. Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press

<http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-9780199578030>

1. Jobanputra, Kuldeep H. (2009). Global Marketing and Consumer Decision Making. Paradise Publishers. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10415814>
2. Kotler,Philip, Pfoertsch, Waldemar (2006). B2B Brand Management. Springer Berlin Heidelberg <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-44729-0>
3. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorpo-rated: Chapter3 <http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206>
4. Kotler, Philip (2003). Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know. John Wiley & Sons Incorporated
5. Kotler, Philip, (2010). Ingredient Branding: Making the Invisible Visible. Springer Berlin Heidelberg <http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-642-04214-0>
6. Kotler, Philip (2009).Chaotics : The Business of Managing and Marketing in the Age of Turbulence. AMACOM
7. Manfred, Krafft, Diane, Rinas, Kay, Peters, Jürgen, Höfling and Jürgen, Hesse (2007). International Direct Marketing: Principles, Best Practices, Marketing Facts. Springer Verlag

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-3-540-39632-1>

1. McKinsey Quarterly. Enduring Ideas: The 7-S Framework. March 2008

<http://www.mckinsey.com/insights/strategy/enduring_ideas_the_7-s_framework> (Accessed 10 De-cember 2016)

1. Mellahi, Kamel (2010). Marketing Strategies of MNCs from Emerging Markets (International marketing review, v. 27, no. 2). Emerald Group Publishing Ltd. <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10392388>
2. Peters, Thomas J., Waterman, Robert H. (1982). In Search of Excellence: Lessons from America's Best Run Companies. USA: New York, Harper & Row
3. Porter M.E. The Five Competitive Forces That Shape Strategy. Harvard Business Review, pp. 86-104, January 2008.
4. Shaoming Zou (2013 ), International Marketing in: Rapidly Changing Environments in Advances in International Marketing. Emerald Group Publishing Ltd, Volume 24 [http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979%282013%2924#](http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979%282013%2924)
5. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140>
6. Shi, Linda Hui, Zou, Shaoming and Xu, Hui (2014). Entrepreneurship in International Marketing. Emerald Group Publishing Ltd.

<http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201525>

1. Stöttinger, Barbara, Schlegelmilch, Bodo B. and Zou, Shaoming (2015). International Marketing in the Fast Changing World. Emerald Group Publishing Ltd. <http://proxylibrary.hse.ru:2100/doi/book/10.1108/S1474-7979201526>
2. Voon, Tania (2013). Trade Liberalisation and International Co-operation: A Legal Analysis of the Trans-Pacific Partnership Agreement. Edward Elgar Publishing

<http://proxylibrary.hse.ru:2210/view/9781782546771.xml>

1. Waterman, David (2005). Hollywood's Road to Riches. Harvard University Press <http://site.ebrary.com/lib/hselibrary/detail.action?docID=10312746>
2. Wierenga, B. (2008). Handbook of Marketing Decision Models. Springer

<http://proxylibrary.hse.ru:2061/book/10.1007%2F978-0-387-78213-3>

## Dictionaries, Encyclopedias

1. A Dictionary of Business and Management (2009), edited by Law, Jonathan, 5th ed. Oxford University Press.

<http://proxylibrary.hse.ru:2346/view/10.1093/acref/9780199234899.001.0001/acref-9780199234899>

1. The Oxford Handbook of International Business (2009), edited by Alan M. Rugman, 2nd ed. Oxford University Press. <http://proxylibrary.hse.ru:2258/view/10.1093/oxfordhb/9780199234257.001.0001/oxfordhb-9780199234257>
2. The Oxford Handbook of the Political Economy of International Trade (2015), edited by Martin, Lisa L. Oxford University Press. <http://proxylibrary.hse.ru:2258/view/10.1093/oxfordhb/9780199981755.001.0001/oxfordhb-9780199981755>

## Internet Resources

1. [www.eurasiancommission.org](http://www.eurasiancommission.org) – Eurasian Economic Union
2. <http://ec.europa.eu/eurostat> – Eurostat, a Directorate-General of the European Commission
3. [www.oecd.org](http://www.oecd.org) – Organisation for Economic Co-operation and Development (OECD)
4. [www.imf.org](http://www.imf.org) – International Monetary Fund
5. <http://interbrand.com/> - Interbrand
6. [www.unctad.org](http://www.unctad.org) – United Nation Conference on Trade and Development
7. [www.wto.org](http://www.wto.org) – World Trade Organization
8. [www.worldbank.org](http://www.worldbank.org) – World Bank
9. <http://www.ebrd.com> – European Bank for Reconstruction and development

## Software

Students need the following software and programs: MS Word, MS Excel, MS PowerPoint (available in HSE computer classes and the library).

## Information and Referral system

Electronic resources of HSE – <http://library.spb.hse.ru/el_resources>

## Distance learning support

Learning management system (LMS) will be used during the course implementation (<http://lms.hse.ru>/).

# Course technical provision

The course is conducted with the use of following equipment: laptop and projector for lectures and group project presentations, a flipchart and markers.