

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTERCULTURAL SKILLS TRAINING: SIMULATION

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 11

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	30 0	2 0
EXTRACURRICULAR	60	-

Prepared by:

1.
(assoc. prof Vladimir Zhechev, PhD)

2.
(asst. prof. Selvet Niyazieva)

Head of department

of Marketing:
(assoc. prof Vladimir Zhechev, PhD)

I. ANNOTATION

The Intercultural Skills Training: Simulation course is designed to give students additional exposure to marketing competencies in an intercultural setting, to contemporary marketing concepts and models, and to facilitate the development of a critical and evaluative approach to marketing analysis particularly in companies with relevance to the interests and career prospects of the team members. The course covers:

- *business-oriented visits to international companies,*
- *introduction to essential marketing frameworks and their practical implementation in real-life business situations;*
- *presentation of internationalization strategies including why and how firms internationalize.*

The subject structure will assure gaining knowledge, skills and competencies, not only associated with the effective application of marketing strategies across regional businesses but also related to the functioning of business networks, company behaviour in the process of internationalization, relationship marketing in an international context, as well as to the specifics of applying marketing strategies in different business settings. The course also strives to provide a vehicle for analysis of the nature of strategic marketing in organizational environments.

During previous years firms have been assigned different projects among which: (1) Developing a business plan for entering new markets (by Icard); (2) Marketing research for new products suitable for students (by Unicredit Bulbank); (3) Developing a marketing campaign for the official launch of the new Mercedes C class to the Bulgarian market (by Silver Star); (4) Market entry into the Latin American market for mobile games (Zariba Group); (5) Attraction of young passengers to not so popular destinations from Varna (by Fraport Twin Star Airport Management).

Along the way, everyone in the Intercultural Skills Training course explores complex issues in establishments of different nature and gains new insights through lectures, in-class discussions, and visits to international businesses (with premises/offices in Varna). The students not only learn about new business challenges and cultures but also can positively affect them through real-life marketing problem-solving exercises. Students will work under company supervision along with developing the answers to the case studies. Optionally, tutors may include a simulation game (MarkStrat) in the studies. Overall, students will be exposed to multiple inter-active teaching and learning methods that can facilitate their transition to executive marketing positions in international labour markets.

Course learning outcomes:

The Intercultural Skills Training: Simulation helps students gain the following skills and competencies:

- *Develop awareness and realize the importance and relevance of regional marketing perspectives for doing business in different countries by participating in seminars delivered by international corporations;*
- *Demonstrate a critical understanding of the nature of international marketing strategies in contemporary and changing organizational environments;*
- *Preparing and applying different marketing strategies, strategic marketing concepts, models and processes to case study organizations and within an integral simulation;*
- *Demonstrate an analytical and evaluative approach to strategic marketing analysis, including the use of fundamental marketing logic;*
- *Leadership skills;*
- *Analytical and creative skills.*

By course completion, students should be able to:

- *Analyze the current international economic and political environment.*
- *Understand how firms manage products, services, and brands in an international and intercultural environment;*
- *Understand the importance of ethical marketing management across multiple cultures;*
- *Develop and design marketing strategies and plans;*
- *Apply problem-solving and decision-making skills to current business challenges;*
- *Critically evaluate strategic marketing management models, entry strategies and plans.*

The main competencies involved in the Intercultural Skills Training: Simulation course are:

- Personal, social and learning to learn competence (5).
- Entrepreneurship competence (7).
- Cultural awareness and expression competence (8).

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. INTRODUCTION TO THE HOST ORGANIZATION	3		
1.1.	History, mission, objectives			
1.2.	Organizational structure, leadership and corporate culture			
1.3.	Markets in which the company operates			
	Theme 2. CURRENT CHALLENGES	4		
2.1.	Marketing challenges			
2.2.	Other international business challenges			
	Theme 3. INTERNATIONAL MARKET ENVIRONMENT	3		
3.1.	Competitive landscape			
3.2.	External environment			
	Theme 4. INTERNATIONALIZATION STRATEGIES	3		
4.1.	Approaches for entering new markets			
4.2.	Strategies for internationalization			
	Theme 5. STRATEGY DESIGN AND IMPLEMENTATION	3		
5.1.	Elements of international strategies			
5.2.	Integrating the key strategy elements			
5.3.	Budgeting and implementation			
	Theme 6. REAL-LIFE PROBLEM SOLVING SEMINAR	3		
6.1.	Introduction			
6.2.	Objective(s) setting			
6.3.	Proposal submission and discussion by company reps			
	Total:	30		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Couse project	1	20
1.2.	Practical assignment	2	10
Total midterm control:		3	30
2.	Final term control		
2.1.	Examination (print out of the business solution proposal)	1	30
Total final term control:		1	30
Total for all types of control:		4	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hollensen, S. (2021). Global Marketing, Pearson 8th Edition.
2. Intercultural Skills Training: Simulation Course Materials available at <https://e-learn.ue-varna.bg>.
3. Kotabe, M., and Helsen, K. (2020). Global Marketing Management. John Wiley&Sons, 8th Edition.
4. Marie-Joelle Browaey and Rodger Price. (2015). Understanding Cross-Cultural Management. 3rd Edition, Pearson.
5. Patrick T.H.M. Janssen. (2020). Intercultural Competences. Routledge.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bailey, Christine. (2020). Customer Insight Strategies: How to Understand Your Audience and Create Remarkable Marketing, Kogan Page.
2. Busche, Laura. (2017). Powering Content: Building a Nonstop Content Marketing Machine 1st Edition, O'Reilly Media.
3. Sweeney, Benjamin. (2022). Digital Marketing QuickStart Guide: The Simplified Beginner's Guide to Developing a Scalable Online Strategy, Finding Your Customers, and Profitably Growing ... Business (QuickStart Guides™ - Business), ClydeBank Media LLC.