

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF MANAGEMENT AND ADMINISTRATION**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

(Prof. Stoyan Marinov, PhD)

## SYLLABUS

**SUBJECT: INTERNATIONAL MARKETING MANAGEMENT**

**DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE**

**YEAR OF STUDY: 5; SEMESTER: 9**

**TOTAL STUDENT WORKLOAD: 150 hours; incl. curricular 30 hours**

**CREDITS: 5**

### DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
CURRICULAR: incl.		
● LECTURES	30	2
● SEMINARS / LAB. EXERCISES	0	0
EXTRACURRICULAR	120	-

Prepared by:

1. ....  
(ch. asst. prof. Silviya Dimitrova, PhD)

Head of department  
of Management and Administration: .....  
(assoc. prof Dobrin Dobrev, PhD)

## **I. ANNOTATION**

*Course goals: The course aims at exposing the students to global business activities, marketing in international business and global forces transforming international business today. The course would develop a general perspective about managing international business both in an operational as well as strategic context.*

*Knowledge:*

*Mastery of the concepts, theories, processes and characteristics of international marketing management.*

*Ability:*

*By the end of this course, the student will be able to address how to conduct international market development, such as market segmentation, defining a target market segment(s), and a marketing mix to support targeted segments in the context of the firm's global environment. The student will be able to discuss the process of international marketing from a strategic and operational viewpoint, and prepare an international marketing plan for a product.*

*Attitude:*

*Credibly communicates the summary and detailed problem areas of their profession.*

*Autonomy and responsibility:*

*Independently selects and applies relevant problem-solving methods in areas of marketing analysis, decision preparation and advisory tasks.*

*Course content, topics:*

*1. Identify the issues related to design and implementation of International Marketing Strategy 2. Relate and analyze factors affecting international marketing environment 3. Analyze the issues and challenges related to market entry and expansion strategies into foreign markets. 4. Develop strategies for international markets*

*Learning methods:*

*Lectures, discussion, case solving.*

*The main competencies involved in the Design Thinking 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.
<b>Theme 1. THE INTERNATIONAL MARKETING ENVIRONMENT</b>		<b>6</b>		
1.1.	Management Orientations in the context of International Marketing			
1.2.	Forces affecting global integration and international marketing			
1.3.	Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment			
1.4.	The Global Trade Environment			
<b>Theme 2. APPROACHING INTERNATIONAL MARKETS</b>		<b>10</b>		
2.1.	Information Technology, Management Information Systems, and Big Data for International Marketing			
2.2.	Global Market Segmentation, Targeting and Positioning Strategy			
2.3.	Global Market Entry and Expansion Strategies			
2.4.	Importing, Exporting and Sourcing in the context of International Marketing			
<b>Theme 3. THE INTERNATIONAL MARKETING MIX</b>		<b>10</b>		
3.1.	Product and Brand Decisions			

3.2.	Pricing Decisions			
3.3.	Marketing Channels and Physical Distribution in the context of International Marketing			
3.4.	Global Marketing Communications decisions			
<b>Theme 4. SUMMARY</b>		<b>4</b>		
4.1.	Synthesis			
4.2.	Review, exercises, case studies			
		<b>Total:</b>	<b>30</b>	

### III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
<b>1.</b>	<b>Midterm control</b>		
1.1.	Class Activity	2	10
1.2.	Course project	1	50
<b>Total midterm control:</b>		3	60
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	1	60
<b>Total final term control:</b>		1	60
<b>Total for all types of control:</b>		4	120

### IV. LITERATURE

#### **REQUIRED (BASIC) LITERATURE:**

1. Cateora, P. (2019). International marketing. [Place of publication not identified]: McGraw-Hill Education.
2. Czinkota, M., & Ronkainen, I. (1998). International marketing. Forth Worth: Dryden Press.
3. International Marketing Management Course Materials available at <https://e-learn.ue-varna.bg>.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Albaum, G., Duerr, E., & Strandskov, J. (2002). International marketing and export management. Harlow: Pearson Education.
2. Gomes, E., Sousa, C., & Vendrell-Herrero, F. (2019). International Marketing Agility. Bradford, West Yorkshire: Emerald Publishing Limited.
3. Terpstra, V., & Sarathy, R. (2016). International marketing. Fort Worth: Naper Publishing Group.