

Title of the Course		INTERNATIONAL MARKETING	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	Marketing		
Science Sector	Social sciences/Economics and entrepreneurship		
Science Subsector	Marketing		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Marketing and Trade		
Author(s) of the course	Mg.sc.soc. Ligita Āzena		
Lecturer(s) of the course	Mg.sc.soc. Ligita Āzena		
Goal of the course:	To develop students’ understanding about international marketing and its implementation in enterprises, develop planning and management skills of international marketing programmes, to reinforce the successful entering of an enterprise into international market		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student assesses and describes the implementation of international marketing and its planning in various enterprises (<i>discussion</i>); 1.2. A student defines and compares the notions of international marketing, interprets its application in various situation and one’s choice (<i>final test</i>). 2. Skills: 2.1. A student analyses the use of international marketing in various situations and describes used strategies of international marketing (<i>discussion</i>). 3. Competences: 3.1. A student assesses and systematizes the current tendencies of international marketing and justifies one’s opinion in order to illustrate the effective application of international marketing (<i>discussion, final test</i>).			
Content of the Course			

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E- studies	Exam
1.	Essence of international marketing 1.1. Causes of international marketing 1.2. Goals of international marketing 1.3. Types of international marketing	8	4	1	2	2
2.	Methods of international marketing 2.1. External economic activity of an enterprise and its kinds 2.2. Goals and tasks of enterprise's marketing operation		6	2	2	
3.	Market research of international marketing 3.1. Research stages of international market S 3.2. Research criteria of international market 3.3. Segment assessment of international market		4	1	2	
4.	Segmentation of international market 4.1. Segmentation goals of international market 4.2. Characteristics of market segmentation 4.3. Strategies of international marketing in market		4	2	2	
5.	Entering international market 5.1. Capturing strategies of international market and their types		6	2	2	

	5.2. Types of entering into foreign markets					
6.	Environment research of international marketing 6.1. Affecting factors of enterprise's activity in international market		6	2	2	
7.	Development of international marketing strategy 7.1. F.Kotler's basic concept of international marketing 7.2. Marketing complex 7.3. Styles of state behaviour in international market		6	2	2	
8.	Development of international marketing complex 8.1. Strategies of product policy 8.2. Price policy of an enterprise when entering into world's market 8.3. Choice of realization directions 8.4. Marketing communication		4	2	2	
TOTAL:		8	40	14	16	2
80						

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge Assess and describe the realization and planning of international marketing in various enterprises (<i>discussion</i>);	Recognizes the realization and planning of international marketing in various enterprises	Fully describes the realization and planning of international marketing in various enterprises	Explicitly assesses the realization and planning of international marketing in various enterprises
Defines and compares the notions of international marketing, interprets their use in various situations and justifies one's choice (<i>final test</i>).	Defines and compares the notions of international	Defines and compares the notions of international	Defines and compares the notions of international

 	STUDY COURSE DESCRIPTION	APPROVED by College of Business Administration at 18.01.2021. meeting of Council of Studies Protocol No VAD 4-03/18.01.2021
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	marketing, interprets their use in various situations	marketing, interprets their use in various situations, does not justify one's opinion	marketing, interprets their use in various situations, justifies one's opinion
Skills Analyses the application of international marketing in various situations and describes the used strategies of international marketing	Analyses the use of international marketing in similar situations and describes the used strategies of international marketing	Analyses the use of international marketing in similar situations and describes the used strategies of international marketing and makes suggestions for the improvement in a specific enterprise	Analyses the use of international marketing in different situations and describes the used strategies of international marketing and makes suggestions for the improvement in a definite enterprise
Competences Assesses and systematizes the current tendencies of international marketing, justifies one's opinion in order to illustrate the effective application of international marketing	Assesses, but cannot systematize current tendencies in international marketing. Incompletely expresses one's opinion in order to illustrate the effective application of international marketing	Fully assesses and systematizes current tendencies in international marketing. Justifies one's opinion in order to illustrate the effective application of international marketing	Assesses and systematizes current tendencies in international marketing. Outstandingly justifies one's opinion in order to illustrate the effective application of international marketing and provides examples of international marketing

Acknowledgement of the obtained study results

Study Results	1.	2.	3.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Exam	X	-	X

Core Literature

1.	Blaits D. Mārketinga rokasgrāmata. Rīga: Zvaigzne ABC, 2004.
2.	Mooij M. Global marketing and advertising: understanding cultural paradoxes. Los Angeles: SAGE, 2010.

Additional Literature

1.	Kotlers F. Mārketings no A līdz Z. Rīga: Jumava, 2007.
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2.	Niedrītis J. Ē. Mārketinga. Biznesa augstskola Turība, 2008.
3.	Kotler F. Principles of Marketing. – London: Prentice Hall, 2005.
4.	Акулич И. Л. Международный маркетинг, BSA, 2009.

Recommended Periodicals

1.	www.latvijavar.lv
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