

Course syllabus

International Marketing



COURSE DETAILS

<i>Type of study programme</i>	Graduate professional study programme- 120 ECTS	
<i>Study programme</i>	BUSINESS TRADE	
<i>Course title</i>	International Marketing	
<i>Course code</i>	DTP003	
ECTS (Number of credits allocated)	6	
<i>Course status</i>	Core	
<i>Year of study</i>	First	
<i>Course Web site</i>	http://www.oss.unist.hr/	
<i>Total lesson hours per semester</i>	Lectures	30
	Practicals (seminars)	30
<i>Prerequisite(s)</i>	None	
<i>Lecturer(s)</i>	Ivona Jukić, MSc, senior lecturer	

COURSE DESCRIPTION

<p><i>Course Objectives:</i></p>	<ul style="list-style-type: none"> • understanding theoretical foundations of international marketing, • analyzing specific business cases of international marketing practices, • encouragement of creative thinking in analyzing specific international marketing problems, • making of concrete, market-based and profit-viable, business decisions in the international market.
<p><i>Learning outcomes</i></p> <p><i>On successful completion of this course, student should be able to:</i></p>	<ol style="list-style-type: none"> 1. explain the basic theoretical concepts and characteristics of international marketing in relation to marketing in the domestic market, 2. show the specifics of international marketing operations on the practical examples, 3. develop a marketing plan performance in the international market, 4. analyze problems related to the release of the company on the international market 5. distinguish good from bad strategy on international market 6. decide on the best strategy for increasing international market 7. evaluate the successful participation of companies in the international market.
<p><i>Course content</i></p>	<p>Introduction to the course. Nature of international marketing. Planning and control of international marketing. Economic environment. Political environment. Legislative environment. Cultural environment. Interesting areas in cultural environment. Exploring foreign markets. Strategy to enter the foreign market. Products. Services. Price. International marketing distribution. Promotion. Contemporary trends in international marketing.</p>

CONSTRUCTIVE ALIGNMENT – Learning outcomes, teaching and assessment methods

Alignment of students activities with learning outcomes		
Activity	Student workload ECTS credits	Learning outcomes
<i>Lectures</i>	30 hours / 1 ECTS	1,2,3,4,5,6,7
<i>Practicals</i>	30 hours / 1 ECTS	2,3,4,5,6,7
<i>Preparation and presentation of seminar work</i>	20 hours / 0,67 ECTS	1,2,4,5,7
<i>Preparation of a marketing plan</i>	35 hours / 1,16 ECTS	1,2,3,4,5,6,7
<i>Professionally visits</i>	10 hours / 0,34 ECTS	2,4,5,7
<i>Self-study</i>	50 hours / 1,66 ECTS	1,2,3,4,5,6,7
<i>Office hours and final exam</i>	5 hours / 0,17 ECTS	1,2,3,4,5,6,7
TOTAL:	180 hours / 6 ECTS	1,2,3,4,5,6,7

CONTINUOUS ASSESSMENT		
Continuous testing indicators	Performance A_i (%)	Grade ratio k_i (%)
<i>Class attendance and participation</i>	70 - 100	0
<i>Seminar work</i>	50-100	10
<i>First mid-term exam</i>	50-100	30
<i>Second mid-term exam</i>	50-100	30
<i>Team preparation of a marketing plan</i>	50-100	30

FINAL ASSESSMENT		
Testing indicators – final exam (first and second exam term)	Performance A_i (%)	Grade ratio k_i(%)
<i>Practical exam (written)</i>	50 - 100	60
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	40
Testing indicators – makeup exam (third and fourth exam term)	Performance A_i (%)	Grade ratio k_i(%)
<i>Practical exam (written)</i>	50 - 100	60
<i>Previous activities (include all continuous testing indicators)</i>	50 - 100	40

PERFORMANCE AND GRADE		
Percentage	Criteria	Grade
50% - 61%	<i>basic criteria met</i>	sufficient (2)
62% - 74%	<i>average performance with some errors</i>	good (3)
75% - 87%	<i>above average performance with minor errors</i>	very good (4)
88% - 100%	<i>outstanding performance</i>	outstanding (5)

ADDITIONAL INFORMATION

Teaching materials for students, teaching record, detailed course syllabus, current information and all other data are available by MOODLE system to all students.