

SUBJECT CARD

Attachment No. 1 to Regulation No 3/07/2020
of 13 July 2020 on the model subject card
at the Warsaw Management University

I. GENERAL BASIC INFORMATION ABOUT THE SUBJECT (MODULE)										
SUBJECT NAME										
International marketing										
Name of the organizational unit leading the course:				Faculty of Management and Technical Sciences						
Name of the field of study, level of education:				Management, second cycle						
Studying profile:				general academic						
Name of the specialisation:				-						
Type of learning module:				Specialised						
Year/Semester:				Year II, semester 3.						
Person coordinating the subject:				DSc Anna Bąkiewicz, prof. MANS						
Prerequisites (resulting from the succession of subjects):				Knowledge - basics of marketing, Skills - application of the marketing process, Competence - making marketing decisions						
II. FORMS OF CLASSES AND NUMBER OF HOURS										
	Lecture	Practical classes	Seminar	Laboratory	Workshop	Project	Seminar	Consultation	Exam/Credit	Total hours
Full-time studies	15		15							30
Part-time studies	12		12							24
III. METHODS OF TEACHING ACTIVITIES										
Forms of classes				Didactic methods						
Lecture				Multimedia presentations, discussions						
Practical classes/Seminars				Discussions, brainstorming, case-study, problem methods, work with literature, exercises assuming hypothetical-deductive thinking of listeners						
IV. OBJECTIVE LEARNING OUTCOMES IN RELATION TO LEARNING OUTCOMES FOR THE FIELD OF STUDY AND AREAS										
No.	Description of the learning outcomes in question							Directional effect reference		
Knowledge:										
1	The student knows and understands in depth the essence, principles and regularities of international marketing							ZO2_W07 P7S_WG		
2	The student knows and understands in depth the methodology of conducting research works, including marketing research on foreign markets.							ZO2_W05 P7S_WG		
3	The student knows and understands in depth the problems and conditions of marketing against the background of the processes of internationalization of enterprises.							ZO2_W09 P7S_WG P7S_WK		
Abilities:										

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1	The student is able to use the acquired knowledge related to management processes and strategic marketing on foreign markets.	ZO2_U02 P7S_UW
2	The student is able to assess the impact of the international environment on management phenomena and processes, prepare appropriate analytical methods and tools as well as IT systems supporting decision-making processes in the development of a marketing strategy.	ZO2_U07 P7S_UW P7S_UK
3	The student is able to apply marketing concepts and instruments and verify marketing strategies on foreign markets	ZO2_U04 P7S_UW
Social competences:		
1	The student is ready to critically assess knowledge about marketing strategies on foreign markets.	ZO2_K01 P7S_KK
2	The student is ready to adapt marketing strategies in new conditions and situations, e.g. related to cultural diversity and innovations.	ZO2_K06 P7S_KO
3	The student is ready to work in a marketing team, taking on various roles and functions m.in leader, leader, innovator.	ZO2_K08 P7S_KO
V. CURRICULAR CONTENT (LEARNING)		
No.	Lecture:	Reference to the learning outcomes in question
1	International marketing; conceptual taxonomy – marketing on foreign markets, multinational marketing.	ZO2_W05 ZO2_W07
2	International environment of the company. Assessment of the attractiveness of individual markets SWOT analysis. Sectoral methods.	ZO2_W09 ZO2_U02 ZO2_U07
3	Marketing research of foreign markets. Segmentation of foreign markets	ZO2_U04
4	Marketing strategies in international markets.	ZO2_K01 ZO2_K06
5	Phases of internationalization of the company's activities.	ZO2_K08
6	Marketing strategy vs. marketing plan.	
No.	Seminar:	Reference to the learning outcomes in question
1	Analysis of the international environment of the company.	ZO2_W05 ZO2_W07
2	Assessment of the attractiveness of individual markets	ZO2_W09 ZO2_U02 ZO2_U07
3	SWOT analysis. Sectoral methods.	ZO2_U04
4	Segmentation of foreign markets	ZO2_K01 ZO2_K06
5	Entering new markets, marketing strategies vs. innovation strategies	ZO2_K08
6	Marketing strategies in international markets (case studies)	
VI. METHODS OF ASSESSMENT OF LEARNING OUTCOMES		
Learning outcomes	Verification method	Form of classes in which EUS is verified (Learning outcome)
Knowledge:		
ZO2_W07 ZO2_W05 ZO2_W09	Written paper, presentation, discussion activity	Lecture/Seminar

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Abilities:				
RF2_U02 ZO2_U07 ZO2_U04	Written paper, presentation, discussion activity			Lecture/Seminar
Social competences:				
RFQ2_K01 ZO2_K06 ZO2_K08	Written paper, presentation, discussion activity			Lecture/Seminar
VII. CRITERIA FOR ASSESSING ACHIEVED LEARNING OUTCOMES				
Learning outcomes	Unsatisfactory assessment The student does not know and does not understand/cannot/is not ready:	Grade range 3.0-3.5 The student knows and understands / can / is ready:	Grade range 4.0-4.5 The student knows and understands / can / is ready:	Very good rating The student knows and understands / can / is ready:
For each of the learning outcomes identified for the knowledge, skills and competences module	The student obtains less than 50% of the max. number of points for a given effect	The student gets from 50 to 59% of the max. number of points for a given effect on a grade of 3 and The student gets from 60 to 69% of the max. number of points for a given effect per grade 3.5	The student gets from 70 to 79% of the max. number of points for a given effect per grade 4, and The student obtains from 80 to 89% of the max. number of points for a given effect per rating 4.5	The student obtains more than 89% of the max. number of points for a given effect
VIII. STUDENT'S WORKLOAD – NUMBER OF HOURS AND BALANCE OF ECTS CREDITS				
Type of activity ECTS		Student load		
		Studies Stationary	Part-time studies	
Participation in didactic classes (lectures, practical classes, tutorials, project, laboratories, workshops, seminars) – SUM of hours – from point II		40	30	
Exam/Credit		1	1	
Participation in the consultations		1	1	
Project / Essay		4	4	
Independent preparation for didactic classes		2	5	
Preparing to pass a didactic class		2	9	
Total student workload (25h = 1 ECTS) TOTAL hours/ECTS		2 ECTS credits/ 50 h	2 ECTS credits/ 50 h	
Student load in classes in direct contact with the teacher		40	30	
Student load in practical classes				
Student load in practical vocational preparation classes				
Student load in research preparation classes				
IX. LITERATURE AND OTHER DIDACTIC MATERIALS				
Basic literature:				

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- 1) Krzysztof Fonfara, Marketing międzynarodowy Współczesne trendy i praktyka [International Marketing Contemporary trends and practice]. PWN Scientific Publishing House 2021
- 2) Kotler Philip, Kartajaya Hermawan, Setiawan, Iwan, Marketing 4.0 : era cyfrowa [Marketing 4.0 : digital era], MT Biznes sp. z o.o, Warsaw, 2017

Supplementary literature:

1. . Aftyka W., *Marketing międzynarodowy – globalny* [International marketing – global], in: *Marketing. Basic Problems*, edited by L. Białoń, Wydawnictwo Wyższa Szkoła Menedżerskiej w Warszawie Publ., Warszawa 2011
2. Magazines: Marketing w Praktyce [Marketing in practices], Marketing i Rynek [Marketing and Market]
3. Websites including: <https://marketingprzykawie.pl>
4. Ph. Kotler, Marketing. Analiza, planowanie,wdrażanie i kontrola [Marketing. Analysis, planning, implementation and control]. Gebethner & Ska Publishing House, Warsaw 2009
5. L. Białoń (ed.), Marketing. Problemy podstawowe [Marketing. Basic problems], WSM Publ., Warsaw 2011
6. Duliniec E., Marketing międzynarodowy [International Marketing], PWE Publ., Warsaw 2009
7. Wiktor Jan W., Oczkowska R., Żbikowska A., Marketing międzynarodowy. Zarys problematyki [International marketing. Zarys problematyki], Polskie Wydawnictwo Ekonomiczne Publ., Warsaw 2008

Other teaching materials:

- Moodle, MS Teams