***International Financial Marketing***

*(B.1.2.4.)*

**Degree:** Master

**Year:** *2*

**Semester:** Fall

**General workload:** 3 ECTS credits, 108 hours

**Course objectives**

* To form a general view of the concepts, to expand knowledge of the theory and methodology and acquire professional skills in management of various aspects of international financial marketing while taking into account international and Russian best practices. In this program, by financial marketing we mean a system of knowledge, creation and promotion of financial products (goods and services) and financial institutions (to the end user).

**Course goals**

* To examine concepts, categories and kits of tools, principles and legal basis for creation of financial products, financial organizations and their behavior patterns in international markets;
* To identify content and specific features of financial institutions’ operations in foreign markets taking into account internal and external environment factors;
* To identify innovative approaches to international operations’ arrangement and implementation using information technology;
* To acquire skills needed for analysis of relevant information when developing marketing strategies for entering foreign markets, marketing activity taking into account specifics of the external environment and assess efficiency of the measures taken, develop proposals for their adjustment and improvement.

**Key didactic units**

* International financial marketing, the meaning and basic concepts.
* International marketing research.
* Planning, arrangement and supervision of international financial marketing
* Marketing mix***.*** Marketing tools used in international marketing management.

**Place of the course within the curriculum** A general block of electives (a free minor)**.**

**Upon completing the course, the students should:**

*Know:*

* Basic concepts, marketing strategy effectiveness and efficiency indicators;
* Methodology for collecting, examining and assessing market information;
* Legal basis that is needed for fulfilling the goals set;
* Methodology for examining and doing the analysis to solve specific problems;

*Be able to:*

* Analyze the current situation taking into account environmental factor changes;
* Examine the situation from the point of view of competitors.

*Have:*

* Ability to use new technologies and non-standard methods of decision-making;
* Knowledge of rules related to abstract concepts in order to solve interdisciplinary problems.

**Course structure:** lectures, seminars.

**Summative assessment:** pass/fail examination.