***International Marketing***

***B. 1.2.5.1.2***

**Degree:** Bachelor

**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 marketing on financial and other markets while taking into account international and Russian best practices.

**Course goals**

* To examine concepts, categories and kits of tools, principles and legal basis for arrangement and management of certain aspects of international marketing in Russia;
* To identify content and specific features of institutions’ operations in international 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 search and analysis of relevant information when developing marketing strategies for entering international markets;
* To foster marketing operations, take the environment into account, assess efficiency of the operations performed, and make proposals as to their improvement.

**Key didactic units**

**Place of the course within the curriculum**

**Elective (professional training block)**

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

*Know:*

* + - Key indicators of the efficient marketing operations;
    - Market information gathering, analysis and assessment when making optimal decisions regarding international operations;
    - Distribution, promotion, pricing and product management strategies for entering international markets;
    - Methods and tools used when planning, arranging and supervising international operations.

*Be able to:*

* + - Examine efficiency of marketing plan implementation stages when performing international operations;
    - Asses efficiency of marketing strategies and programs on the global market;
    - Examine and interpret efficiency indicators related to international operations’ participants;
    - Use HR management methods and techniques.

*Have:*

* + - Knowledge of methods of identifying, qualitative and quantitative analysis of external and internal environment factors;
    - Knowledge of methods of developing innovative marketing operation management and arrangement methods;
    - Skills needed to resolve issues and conflicts and take specific market features into account;
    - Knowledge of how to use tools needed for analysis and assessment of decisions made by international marketing operations actors.

**Course structure:** lectures, seminars.

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