

<b>Subject title: International Marketing</b>			
Subject status	Semester	Credit value	Teaching load
Compulsory	III	6	2L+1T
Study programme: MBA in Management, Finance and Agribusiness			
Responsible staff: Laszlo Kozar, UD and Rade Jovovic, UM			
Pre-requisite: Nil			
Objectives: To get the students acquainted with the principles of international marketing so that they can create the marketing plan for the international business penetration.			
Learning approach:			
Lectures:	30 hours		
Individual work/team work:	15 hours		
	—————		
	45 hours		
Assessment:			
Written: acceptance of the marketing plan			
SYLLABUS:			
<ul style="list-style-type: none"> <li>• The global marketplace</li> <li>• Creating competitive advantage</li> <li>• Structure of the marketing plan</li> <li>• Objectives</li> <li>• Introduction to the company and the product</li> <li>• Description of the marketing strategy</li> <li>• Macroeconomic description of the target country</li> <li>• Description of the target market</li> <li>• SWOT analysis</li> <li>• Setting long and short term objectives</li> <li>• Short term tactical steps</li> <li>• Long term steps</li> <li>• Short term action plan: product policy</li> <li>• Short term action plan: price policy</li> <li>• Short term action plan: distribution policy</li> <li>• Short term action plan: communication policy</li> <li>• Long term action plan</li> </ul>			

- Budgeting 1
- Budgeting 2
- Controlling

Reading list and references:

Compulsory literature:

Philip Kotler, Gary Armstrong: Principles of Marketing. 11<sup>th</sup> Ed. Pearson Books, UK, 2005

László Kárpáti: Marketing Plan – Practical Guide. Published by University of Debrecen, 2006.

Recommended literature:

Michael R. Czinkota – Ilkka A. Ronkainen: International Marketing. 6th Ed. Harcourt College Publisher, Fort Worth, USA, 2001.

Frank Bradley: International Marketing Strategy. Prentice Hall International, Hemel Hempstead, UK, 1991