

	<u>Subject title:</u> INTERNATIONAL MARKETING			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
	Compulsory	VI	6	3L+3T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Assistant Professor Jelena Žugić, PhD; Teaching Assistant Milica Kovačvić, MSc
<u>Pre-requisite:</u> Marketing Basics
<u>Mode of study</u> Lectures, tutorials, case studies
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation = 10 points
<u>Objectives:</u> To provide students with essential knowledge, concepts, principles, strategies and skills aimed at creating and achieving internationally relevant market success.

SYLLABUS:

- Conceptual direction of international marketing – definition, differentiation of certain aspects, conceptual superiority.
- Conceptual direction of international marketing – position and role of marketing in the internalization process of business operations, international market orientation, specific features of international marketing in relation to domestic marketing.
- International marketing research – demographic structure of consumers in the world, dominant types of consumers, representation of certain types of consumers in global terms.
- Selection of foreign markets – common approaches and selection models, strategic selection model, grouping of foreign markets, phased approach to foreign markets selection, comparative analysis.
- Selection of foreign markets – importance and conceptual framework of market segmentation in international marketing, market segmentation types, relationship between grouping strategy and segmentations strategy of foreign markets.
- International marketing targeting – basic variants of international market expansion, derived variants, commitment to the direction of international market expansion, strategies of large and small market participation, international market positioning in relation to competitive position, market targeting in relation to ethnic origin of competitors.
- Selection of the strategy for entering the foreign market – role and importance of the strategy for entering the foreign market, strategic model of comparative analysis and

selection of the strategy for entering the foreign market, preliminary and organizational analysis of the feasibility of the entering strategy, comparative analysis of market feasibility of the entering strategy, analysis of business effects of certain entering strategies.

- Product as an instrument of international marketing – specific features and international dimensions, product design, integral and innovative approach to product quality in international marketing, *green products*.
- Product as an instrument of international marketing brand management, creation and use of brand in international management, image of a country of origin as a feature of the product, packaging, marking, guarantee and service of products in international marketing.
- Price as an instrument of international marketing – conceptual features of particularity of price determination in international marketing, approaches to price determination, price positioning, price strategies, internal and external price determinants, strategic and pragmatic scenarios of price management.
- Price as instrument of international marketing escalation of export prices, determination procedure, regular and discriminatory forms of prices, price dumping, transfer prices, operative realization of prices and price arrangements, INCOTERMS.
- Sale channels as an instrument of international marketing – importance and role of sale channels, determinants, sale channel strategy, types and structure, trade representation and wholesale on foreign markets, availability and trends of retail development in the world.
- Sale channels as an instrument of international marketing – unauthorised trade intermediaries in the world, international distributive engagement through independent intermediaries, partnership and independent forms of international distribution engagement, importance and role of international marketing logistics, activities, intermediaries and infrastructure, operative and logistics management in international marketing.
- Promotion as an instrument of international marketing – importance of the role of promotion, personal selling, international dimensions and specific features of sale improvement, international trade fairs and exhibitions, sponsorship promotion, international public relations.
- Promotion as an instrument of international marketing – importance and role of advertising, barriers of international advertising, selection of advertising topic and message, selection of agency, the issue of the selection of media, international direct marketing, national export promotion.

READING LIST AND REFERENCES:

- Michael R. Cyinkota, Ilkka A. Ronkainen, 2006, *International Marketing*, Harcourt Brace College Publishers, Orlando, Florida