



BA 431
INTERNATIONAL MARKETING

Approved Minutes № 12/20.09.2023

Lecturer **Prof. Lina Anastassova Ph.D.**

ANNOTATION

International marketing is an important area within the disciplines of international business and marketing. Central to international marketing is the marketing environment's impact on the company's marketing, the response of international buyers, the types of strategic decisions that are most reasonable and the information required in decision-making for internationalization. During this course, the student will acquire knowledge and insights into the pressures created by the international economic, political, legal and cultural environmental influences on marketing planning. This course will enable students to gain analytical skills required to develop international marketing plans and develop the marketing mix elements in the international environment. The major theories include pathways of internationalization- the entry strategies and the growth strategies, the segmentation, positioning and branding on international markets , as well as the pricing, communication and distribution strategies. The conceptual material developed and presented during this course will be implemented through assignments, case studies and a major course project.

MAIN OBJECTIVES AND LEARNING OUTCOMES

The course objectives are connected to the main goal, namely to gain and apply in the practice actual knowledge in the area of business and marketing internationalization.

On successful completion of this course, students will be able to:

1. Apply basic international marketing theories and concepts to understand the environment;
2. Undertake strategic business analysis in order to develop appropriate international marketing objectives and strategies;
3. Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world;
4. Communicate, clarify, and present to peer audiences in a professional setting and work in a team reflected in assessment activities; and
5. Produce a report considering the marketing of a business to consumers or business customers in different cultural contexts with consideration of ethical conduct.

PREREQUISITES

In order for the learning material to be properly understood and assimilated, it is important that the students have listened to the basic economic disciplines - Macroeconomics, Microeconomics, Fundamentals of Management, Marketing, Statistics, Marketing Research and Corporate Finance.

STATUS AND STRUCTURE

| Module | Status | Credits | Full time/Distance Learning | | | | Part time | | | |
|--|-----------|---------|-----------------------------|----|---|-------|-----------|---|----|-------|
| | | | L | S | P | Total | L | S | P | Total |
| International Business and Management (in English) | Mandatory | 6 | 30 | 30 | | 30 | | | 30 | |

COURSE CONTENT

1. What is an international market? Challenges of the international markets to the business-cultural, political, economic etc. PESTLE analysis. Global marketing- meaning, Characteristics, and TRENDS.
2. Elements of the strategic marketing plan for international markets: situation analysis, marketing objectives, choice of marketing strategy, target marketing, and marketing mix- the tactics.
3. Strategic decisions for international expansion: Expand or not. International market evaluation. Mode of entry.
4. Types of international expansion strategies. ethnocentric strategy, polycentric strategy, region-centric strategy and geocentric strategy. Growth strategies / Ansoff Matrix- essence and excellent examples for international implementation.
5. Market-entry strategies: exporting, contractual agreements, franchising, foreign direct investments, joint ventures. Content and elements of the exporting plan.
6. Overall Strategy – types and features: waterfall strategy, sprinkler strategy, sequencing strategy.
7. Strategic marketing analysis and tools: SWOT and Portfolio analysis – theoretical basis and implementation. Example of SWOT and Portfolio analysis in the strategic marketing plan.
8. Important prerequisites for developing a strategic marketing plan for international markets: types of marketing research needed: competitor research and research questions for analyzing the competitors in the international market, consumer research, product research, brand image research.
9. Advertising and other communication channels research in international context, distribution channels research and pricing research- research questions.
10. Target marketing in the process of internationalization: segmentation, targeting, and positioning. Criteria for consumer markets' segmentation of international markets: demographic, socioeconomic, psychographic AND behavioral criteria.
11. Market potential assessment, evaluating the segment attractiveness and targeting (choosing the most attractive segment).
12. Positioning and repositioning for consumer markets- meaning and implementation. Excellent examples from international businesses.
13. Product Strategies for International markets: standardization of products, localization v/s adaptation, global brands/ globalization. Branding strategies and online branding in International Marketing.
14. Consumer behavior in the international context- a significant factor in international and global marketing.
15. Developing the marketing mix for international marketing. Product strategies for international markets: definition of value propositions, product line extension for international markets
16. Marketing communications for international markets. Pricing strategies in the international context. Choice of distribution channels FOR international markets.
17. Implementation of the international marketing PLAN and measuring the success.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

THE LEARNING CONTENT IN Moodle IS SPECIFIED INTO THEMATIC, INDEPENDENTLY DEVELOPED MODULAR COMPONENTS THAT BUILD THE OVERALL ARCHITECTURE OF THE TRAINING COURSE.

1. EDUCATIONAL RESOURCES FOR ABSENCE (INDEPENDENT) TRAINING.

EACH MODULAR UNIT IS PRESENTED THROUGH: A THEORETICAL PART AND ADDITIONAL RESOURCES THAT FURTHER DEVELOP, ENRICH AND UPGRADE STUDENTS' INDEPENDENT TRAINING.

2. LEARNING ACTIVITIES SPECIFIC TO THE DISTANCE FORM WHICH ARE PLANNED:

- ELECTRONIC TRAINING THROUGH THE Moodle PLATFORM: TEXT FILES, E-TESTS AND ASSIGNMENTS;

VISUAL TRAINING THROUGH MULTIMEDIA PRESENTATIONS AND VIDEOS;

- CASE SOLUTION

- URL LINKS TO ONLINE SOURCES - ARTICLES, SPECIALIZED SITES, E-BOOKS, BLOGS

- TASK: DEVELOPING AN ANALYSIS OF THE BRAND IMAGE OF A SPECIFIC REGION FROM THE POINT OF VIEW both OF POTENTIAL INVESTORS OR OF TOURIST SEGMENTS.

- A COURSE PROJECT will be DEVELOPED by the students ON THE TOPIC "MARKETING STRATEGY FOR BRANDING A REGION ON THE INTERNATIONAL MARKETS - INVESTMENT AND TOURIST markets";

· ORGANIZING CONSULTATIONS VIA CHAT IN TEAMS, in Moodle, messaging in Moodle and LinkedIn, emails etc.

ASSESSMENT METHODS

DURING THE ENTIRE SEMESTER, 1 COMPULSORY ASSIGNMENT AND COURSE PROJECT ON THE TOPIC "MARKETING STRATEGY FOR REGION BRANDING" IS DEVELOPED, WHICH WILL BE EVALUATED AT THE END OF THE SEMESTER. STUDENTS ARE ALSO OBLIGED TO SOLVE SHORT ONLINE TESTS ON DIFFERENT TOPICS.

THE SEMESTER EXAM IS AN ONLINE TEST OF 20 CLOSED QUESTIONS WHICH FORMS 40% OF THE FINAL GRADE.

THE FINAL ASSESSMENT IS CALCULATED AS FOLLOWS:

$FG = 0.6 (CPA) + 0.4 (TA)$

WHERE:

FG = FINAL GRADE;

CPA = COURSE PROJECT ASSESSMENT;

TA = TEST Assessment

CORE READING LIST

Books and papers

1. MARC OLIVER OPRESNIK & SVEND HOLLENSSEN, 2021, INTERNATIONAL MARKETING: PRINCIPLES AND PRACTICE: A MANAGEMENT-ORIENTED APPROACH
2. PHILIP R. CATEORA, JOHN L. GRAHAM & MARY C. GILLY, 2016, INTERNATIONAL MARKETING,
3. KEEGAN, J.V. ,2015, GLOBAL MARKETING - TEXT ONLY - 8TH EDITION
4. PHILIP KOTLER & KELLER, K.L. MARKETING MANAGEMENT: ANALYSIS, PLANNING, AND CONTROL, PRENTICE-HALL, 2015
5. WARREN J. KEEGAN & MARK GREEN, 2014, GLOBAL MARKETING 8TH EDITION, Pearson
6. MICHAEL R. CZINKOTA & ILLKA A. RONKAINEN, 2013, INTERNATIONAL MARKETING
7. ANASTASSOVA.L. Redefining marketing challenges in a changing world, Keynote Speech at Eurasian Conference on Business and Management, november, 2021
8. PHILIP KOTLER & ARMSTRONG, G., 2016, PRINCIPLES OF MARKETING, PRENTICE-HALL
9. Anastassova, L. Interactive online marketing of the hotels in Bulgaria, Indian Journal of New Dimensions, Vol. V, issue 1, 2015, pp. 1-10. Anastassova, L. and Luizov, A. Shopping Experience in Retailing: The case of 2 Food Retailers in Bulgaria, Vol. 4, issue 12, 2018, pp. 176-185

FURTHER READINGS

1. International Marketing: Modern and Classic Papers, 2008, edited by Stanley, J.Paliwoda
2. MICHAEL R. CZINKOTA & ILLKA A. RONKAINEN, 2010, Global Business: Positioning Ventures Ahead
3. Vern Terpstra, James Foley, Ravi Sarathy, 2012, International Marketing, Naper Press

ONLINE RESOURCES

1. https://www.theseus.fi/bitstream/handle/10024/58338/Moncada_Atloc.pdf?sequence=1&isAllowed=y - Decision making process in internationalization
2. http://www.jstor.org/stable/3152045?seq=1#page_scan_tab_contents - Global Brand Image strategies
3. <http://www.conceptdraw.com/examples/marketing-matrix-and-schedules> - Product-Market matrix , SWOT templates
4. <https://bridgeheadagency.com/how-to-choose-your-international-market-entry-strategy/> - Factors influencing the market entry strategy
5. <https://www.askattest.com/blog/guides/international-market-research> - How to conduct international market research
6. <https://www.geeksforgeeks.org/modes-of-entry-into-international-business/> - Modes of entry into International business
7. <https://www.vedantu.com/commerce/different-modes-of-entering-international-business> - Different modes of entering in international markets

8. <https://www.nerdwallet.com/article/small-business/advantages-of-franchising> - Franchising: advantages and disadvantages
9. <https://www.great.gov.uk/advice/create-an-export-plan/how-to-create-an-export-plan/> - UK version
10. <https://www.tradecommissioner.gc.ca/guides/exporter-exportateurs/step3-etape3.aspx?lang=eng> - Canadian view of export plan
11. https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/finance/Publications/Etude_Joint_Venture_juillet%202010.pdf - Joint ventures
12. <https://bizfluent.com/sequencing-strategies.html> - Sequencing strategy



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- Global Brand Image strategies
3. <http://www.conceptdraw.com/examples/marketing-matrix-and-schedules> - Product-Market matrix , SWOT templates
4. <https://bridgeheadagency.com/how-to-choose-your-international-market-entry-strategy/> - Factors influencing the market entry strategy
5. <https://www.askattest.com/blog/guides/international-market-research> - How to conduct international market research
6. <https://www.geeksforgeeks.org/modes-of-entry-into-international-business/> - Modes of entry into International business
7. <https://www.vedantu.com/commerce/different-modes-of-entering-international-business> - Different modes of entering in international markets
8. <https://www.nerdwallet.com/article/small-business/advantages-of-franchising> - Franchising: advantages and disadvantages
9. <https://www.great.gov.uk/advice/create-an-export-plan/how-to-create-an-export-plan/> - UK version
10. <https://www.tradecommissioner.gc.ca/guides/exporter-exportateurs/step3-etape3.aspx?lang=eng> - Canadian view of export plan
11. https://www2.deloitte.com/content/dam/Deloitte/fr/Documents/finance/Publications/Etude_Joint_Venture_juillet%202010.pdf - Joint ventures
12. <https://bizfluent.com/sequencing-strategies.html> - Sequencing strategy.