

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	International Marketing			
2.	Code	MKT 410			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 4 th (winter semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Ezeni Brzovska, PhD			
9.	Preconditions for enrolment	None			
10.	<p>Course Objectives (Competencies):</p> <p>The purpose of the course is students to become aware with the structure, nature and characteristics of the global marketing environment. Within the course is define the complex concept of the international marketing and students would analyze different economic, social, political, cultural and legal dimension from conceptual and practical perspective. Within the international marketing course is defined the impact of factors of international environment and the need to be implemented in certain marketing programs and strategies. The focus for students research would be changes in international environment and managing marketing element in different countries.</p> <p>After taking this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the concept of international marketing 2. Understand complex international environment 3. Capable of making selection for certain foreign markets 4. Understand the process of international market targeting and be capable to select concrete approach for the presence of the foreign markets 5. Capable to analyze and implement certain global marketing strategies 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> 1. The concept of international marketing 2. International marketing environment 3. Selection of foreign markets 4. Targeting of international markets 5. Developing and implementing strategies for foreign markets 6. Analyses of elements of marketing mix for international marketing 7. Facing the global marketing challenges 				
12.	Learning methods:				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90 = 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.	Other types of activities	16.1.	Projects	30 classes	
		16.2.	Writing Assignments	15 classes	
		16.3.	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%		

	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)			30%	
	17.3.	Attendance and class participations			10%	
	17.4.	Tests			60 points	
18.	Grading scale			less than 50 points	5 (five) (F)	
				from 51 to 60 points	6 (six) (E)	
				from 61 to 70 points	7 (seven) (D)	
				from 71 to 80 points	8 (eight) (C)	
				from 81 to 90 points	9 (nine) (B)	
				from 91 to 100 points	10 (ten) (A)	
19.	Preconditions for taking the final exam			Realized activities from points 15 and 16		
20.	Language			Macedonian (or English)		
21.	Evaluation method			Internal evaluation and survey		
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Cateora, P.R., Gilly, M.C. and Graham, J.	International Marketing	McGraw-Hill Higher Education	2019
		2.	Keegan W. J. and Green, M.C	Global Marketing	Pearson Education Inc.	2017
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Kotabe, M., and Helsen, K.	Global marketing management	Wiley	2020
		2.	Ilan, A.	Global marketing	Routledge	2020
		3.	Jan-Benedict, S.	Global Brand Strategy: World-wise Marketing in the Age of Branding	Palgrave Macmillan	2017
	4.	Petkovska M. Tatjana	International marketing	UKIM	2014	