

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	International marketing			
2.	Code	MKT 548			
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)	Second cycle			
6.	Academic year / semester	2022-2023 (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Ezeni Brzovska, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Objectives (Competencies): After taking this course, students should be able to: <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.	Course content: The purpose of the course is for students to become aware of the structure, nature, and characteristics of the global marketing environment The course defines the complex concept of international marketing and students would analyze different economic, social, political, cultural, and legal dimensions from conceptual and practical perspectives. International marketing explains the influence of international environmental factors and the need to integrate them into marketing programs and strategies. The subject of research is the changes in the international environment and the adaptation of the product, price, distribute,on and promotion in different countries. <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 the marketing mix for international marketing 7. Facing the global marketing challenges 				
12.	Learning methods: Lectures with presentations, interactive lectures, teamwork, guest lectures, case studies, creation and presentation of a project assignment				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90= 180 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Projects	40 classes	
		16.2.	Writing Assignments	10 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					
	Compulsory literature					
		No.	Author	Title	Publisher	Year
	22.1.	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
	Additional literature					
		No.	Author	Title	Publisher	Year
	22.2.	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.	Петковска Мирчевска, Т.	Меѓународен маркетинг	Универзитет Св. Кирил и Методиј	2014	