

NAME OF THE COURSE	INTERNATIONAL MARKETING						
Code	EUB316	Year of study	1				
Course teacher	Full professor Dario Miocevic, PhD Associate professor Ivana Kursan Milaković, PhD	Credits (ECTS)	6				
Associate teachers	Full professor Dario Miocevic, PhD Associate professor Ivana Kursan Milaković, PhD Assistant professor Antonija Kvasina Kovačević, PhD	Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Compulsory	Percentage of application of e-learning	40%				
COURSE DESCRIPTION							
Course objectives	The main objective of this course is to introduce students to the principles, structure and specifics of marketing activities in an international context. Specific objectives of this course are as follows: <i>Introduce the principles of contemporary international marketing as well as the unique challenges the company faces when conducting marketing activities in an international environment.</i> <i>Understand how the differences in the global economic, cultural, political and legal environment affect marketing decisions.</i> <i>Develop a global mindset in the context of complex problems and challenges faced by an international marketing manager.</i> <i>Analyse various strategic options that companies have at their disposal when planning to enter a foreign market.</i> <i>Examine the impact that changes in the international marketing environment may have on a marketing manager's decision to standardize or adjust their market offering (product, distribution, price, and promotion).</i>						
Course enrolment requirements and entry competences required for the course	Attended Marketing course during the second year of the undergraduate study programme; Attended Marketing Management course during the first year of the graduate study programme; Computer literacy and knowledge on research of Internet databases; Knowledge of basic Microsoft Office programs.						
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcome of the course: Valorise the importance of marketing in contemporary international business. Individual Learning Outcomes: 1. Identify the principles of marketing in international business. 2. Evaluate elements of the international environment that affect marketing activities. 3. Measure influences from the international environment using primary and						

	secondary data. 4. Evaluate foreign market-entry/export strategies. 5. Critically assess the impact of the international environment dimensions on the decision to standardize or adapt the marketing mix.			
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Exercises	
	INTRODUCTION: Presentation of syllabus		INTRODUCTION: Group project assignments	
	TOPIC 1: Fundamental determinants and dimensions of international marketing	2	TOPIC 3: International economic environment	2
	TOPIC 2: Specifics of international marketing in contemporary international economic relations	2	Collecting indicators of the international economic environment – work on a student project	2
	TOPIC 5: International cultural environment I	2	TOPIC 4: International political and legislative environment	2
	TOPIC 5: International cultural environment II	2	Collecting indicators of the international political and legislative environment – work on a student project	2
	TOPIC 7: Internationalization of business: motives, resources, decisions I	2	Collecting indicators of the international cultural environment – work on a student project	2
	TOPIC 7: Internationalization of business: motives, resources, decisions II	2	TOPIC 6: International marketing research - types and methodologies	2
	TOPIC 8: Market entry strategies	2	Collection of international microenvironment indicators - work on student project	2
	TOPIC 9: International marketing mix – product I	2	TOPIC 9: International marketing mix – product (brand)	2
	TOPIC 9: International marketing mix – product II	2	International marketing mix - product & distribution – work on a student project	2
	TOPIC 10: International marketing mix – distribution I	2	TOPIC 12: International marketing mix - promotion	2
	TOPIC 10: International marketing mix – distribution II	2	International marketing mix - price & promotion – work on a student project	2
	TOPIC 11: International marketing mix – price I	2	Presentation of students' projects	2
	TOPIC 11: International marketing mix – price II	2	Presentation of students' projects	2
Format of instruction	☒ lectures ☒ seminars and workshops ☒ exercises ☐ on line in entirety ☒ partial e-learning ☐ field work		☒ independent assignments ☒ multimedia ☐ laboratory ☐ work with mentor ☒ practitioner lecture	
Student responsibilities	The student is obliged to attend and actively participate in the classes and perform given tasks.			

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	In order to obtain signature, a full-time student must actively participate in at least 60% of lectures and 60% of exercises, and a part-time student must participate in at least 30% in lectures and exercises. In addition to attendance, active participation includes participation in discussions and practical exercises. Throughout the semester, students prepare a group project task - 'Study of the possibility of exporting products to foreign markets', which should be presented and submitted at the end of the semester. To be eligible for the signature, all students are required to present a group paper at the end of the semester. Also, during the semester, self-evaluation tests (Merlin quizzes) are held at the lectures in order to verify the understanding of the lecture and to prepare for the colloquium / exam, which students are not required to solve.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	2	Research		Practical training	
	Experimental work		Report		(Other)	
	Essay		Seminar essay		(Other)	
	Tests	2	Oral exam	1*	(Other)	
	Written exam	1*	Project	2	(Other)	
Grading and evaluating student work in class and at the final exam	During the semester, two mid-term exams will be held, and each will bring a maximum of 50 points. The structure of the mid-term exam is: correct/incorrect questions, multiple choice questions and open-end questions. The grades from the mid-term exams participate with 50% in the formation of the total grade. The grade from the mid-term exam/written part of the exam will be determined as follows: 0-59 insufficient (1) 60-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5) The practical part of the classes will be conducted continuously during the exercises in which students will search the internet databases and collect the necessary information for their project work. At the end of the semester, students are required to submit the project in writing and to present the findings. The written group project carries 50% of the total grade. The number of students in the group is determined by the teacher. The exam is deemed to be passed if the full-time student has: - averaged a passing grade from both mid-term exams, - actively participated in presentations of project assignments, discussions and practical exercises, - submitted a written group project at the end of the semester which was graded positively, - the final grade is formed as a sum of: 1) average grades obtained through written mid-term exams multiplied by a weight of 0.5 2) grade of the group student project multiplied by a weight of 0.5 If a student does not meet the aforementioned requirements, he or she is required					

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	to take the final exam. The final exam consists of a written (25% of the total grade) and the oral part of the exam (25% of the total grade). A positively evaluated written part is a requirement for the oral part of the exam. <i>* Students who pass both mid-term exams during the semester, directly attain a grade (50% of the total grade) and are exempted from the oral part of the exam. If they are not satisfied with the grade they gained, they can access the oral part of the exam.</i>		
Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Cateora, P., Graham, J., Gilly, M. & Money, B. (2020), International marketing, 18th ed., McGraw-Hill		
	Authorized lectures and teaching materials on Merlin course pages	0	Merlin
Optional literature (at the time of submission of study programme proposal)	<i>Textbooks:</i> Green, M. C., & Keegan, W. J. (2020), Global marketing, 10th ed., Pearson Education Limited <i>Articles:</i> Miocevic,D. Kvasina,A. & Crnjak-Karanovic, B. (2021), Cosmopolitanism and expatriate's preference for host country food: The conditional effects of experiential capital and retail development, International Journal of Consumer Studies, 03 June 2021 https://doi.org/10.1111/ijcs.12719 Miocevic,D. Kvasina,A. & Crnjak-Karanovic, B. (28 January, 2021), Journal of Consumer Marketing, Expatriate's food adaptation: when does acculturation elicit social identification vs differentiation? <i>Other sources:</i> World Bank (http://data.worldbank.org) World Trade Organization – WTO (http://www.wto.org/) World Economic Forum (WEF) – Global Competitiveness Report (http://reports.weforum.org) Global EDGE (http://globaledge.msu.edu/) OECD (http://www.oecd.org/) International Monetary Fund – IMF (https://www.imf.org/en/Publications) European Commission (https://ec.europa.eu) CIA Factbook (https://www.cia.gov/the-world-factbook/) Ministarstvo vanjskih i europskih poslova (https://mvep.gov.hr/) WIPO (World Intellectual Property Organization) (http://www.wipo.int/ipstats/en/) COFACE (http://www.coface.com/Economic-Studies-and-Country-Risks) Transparency International (https://www.transparency.org/country/) Heritage Foundation – Index of Economic Freedom (http://www.heritage.org) Geert Hofstede Centre (https://www.hofstede-insights.com/) World Business Culture (http://www.worldbusinessculture.com/)		

	ProQuest Database (https://search.proquest.com/business/)
Quality assurance methods that ensure the acquisition of exit competences	• <i>Monitoring the attendance and execution of other student's obligations (teacher)</i> • <i>Teaching Supervision (Vice Dean for <u>Students</u>)</i> • <i>Analysis of the success of studies in all subject studies (Vice Dean for <u>Students</u>)</i> • <i>Student survey on the quality of teachers and teaching for each subject of the study (UNIST, Centre for Quality Improvement)</i> • <i>The examination conducted by the subject teacher all learning outcomes of the subject are examined. Periodic examination of the content of the exam is conducted in order to verify the appropriateness of the method of validating the learning outcomes (Vice Dean for <u>Students</u>)</i>
Other (as the proposer wishes to add)	