

Ministry of Education and Science of RF
Federal State Budget educational Establishment of Higher Education



**«RUSSIAN STATE UNIVERSITY FOR THE HUMANITIES»
(RSUH)**

FACULTY OF ADVERTISING AND PUBLIC RELATIONS

DEPARTMENT OF MARKETING AND ADVERTISING

INTERNATIONAL MARKETING

Course program

Educational direction 42.04.01 «Advertising and public relations», profile
«Advertising and public relations in state and municipal administration»

Graduate qualification - Master

Form of education – part-time

Program is adjusted for
limited health capabilities students and invalids

Moscow 2023

International marketing

Course program

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№ 4 от 17.04.2023

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1. EXPLANATORY NOTE

1.1. The purpose and the tasks of the course

Aim of the course – to provide the students with fundamental theoretical and high-quality practical knowledge of international marketing, skills of marketing activities in the international markets, to prepare specialists with professional competences needed for the international marketing activities.

Tasks of the course :

- study the basic notions of international marketing ;
- assist in learning professional terminology of international marketing in Russian and English;
- form skills of using methodology and methods of market research of foreign markets and consumers ;
- study specific characteristics of the usage of main marketing strategies while entering a foreign market;
- ensure understanding of specific characteristics of promotion in various countries and regions ;
- learn the basics of marketing communications in the international market;
- prepare Masters that will be capable of making reasonable decisions on marketing matters in international business in a timely and creative manner.

1.2. Competences formed by the course and the list of planned education results (knowledge, skills, proficiencies) in the competences format.

The course is aimed at formation of the following competences :

- **General professional competences :**

PK-1 (Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems.)

- **Professional competences:**

PK-1 (Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications.)

As a result of the course the students should demonstrate the following education results described in table 1:

Table 1

Education results for the course « International marketing»

<i>Competences codes and contents</i>	<i>Indicators</i>	<i>Planned education results</i>

<p>PK-1 Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems</p>	<p>PK-1.2. Manages the process of preparing texts and/or other communication products in demand by the advertising and public relations industry, taking into account changes in the norms of Russian (foreign) languages and peculiarities of other sign systems.</p>	<p>To know:</p> <ul style="list-style-type: none"> - specific characteristics of the foreign market and consumers needs research; - methods of analysis, evaluation and choice of a foreign market; - basic principles of segmentation of a foreign market; <p>To be able to:</p> <ul style="list-style-type: none"> -use specific characteristics of developing efficient marketing communications in external markets; - research competitive environment for conducting of international activities; <p>Be proficient in:</p> <ul style="list-style-type: none"> -methods of marketing communication for various markets; - skills of carrying out market research in foreign markets;
<p>PK-1 Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications.</p>	<p>PK-1.4. Uses technical means and integrates modern technologies of digital communications for preparation of texts of advertising and/or public relations, realization of a communication product</p>	<p>Know:</p> <ul style="list-style-type: none"> - basic principles of segmentation of a foreign market; - principles of use of digital communications for external markets <p>Be able to:</p> <ul style="list-style-type: none"> - choose optimal strategy on the basis of market conditions analysis and conjuncture of a foreign market; - prepare plans of market research of a foreign market taking into consideration specific characteristics of different countries; <p>Be proficient in:</p> <ul style="list-style-type: none"> - principles and methods of assessment of efficiency of digital marketing activities in external markets;

1.3. The place of the course within the framework of the educational program

The course “International marketing” is an optional course of variative cycle (Б1.В.ДВ.02.02) of courses of the educational direction 42.04.01 «Advertising and public relations» (Masters level) (profile: "Advertising and public relations in state and municipal administration") of the part-time forms of education. The course is

taught in the Faculty of Advertising and Public Relations of RSUH by the department of marketing and advertising.

In order to study the course the students will need the competences obtained from the following courses studied previously :

- *Creative copywriting*
- *Content development and promotion*
- *Media planning*
- *Brand management*

As the result of the course the students will have formed the competences needed for the following courses and practices:

- General professional competences :

ОПК-1 (Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems) :

- *State final attestation*

- Professional competences:

ПК-1 (Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications) :

- *Pre-diploma practice*
- *State final attestation*

2. COURSE STRUCTURE

Structure of the course « International marketing» for the part-time form of education

The total labour intensity of the course is 3 credit units – **108** hours, including 4 hours of lectures, 12 hours of practical studies, and 96 hours of *Структура дисциплины для заочной формы обучения*

Объем дисциплины в форме контактной работы обучающихся с педагогическими работниками и (или) лицами, привлекаемыми к реализации образовательной программы на иных условиях, при проведении учебных занятий:

Семестр	Тип учебных занятий	Количество часов
1	Лекции	8
1	Семинары	4
Всего:		12

independent work of the students.

3. CONTENTS OF THE COURSE

SECTION 1. International marketing – basics. Globalization of economy. TNC

The object, aim and tasks of the course. Reasons for internationalization. Basic notions of international marketing. International marketing and its role in business expansion. Stages of internationalization.

Globalization of economy. International companies. TNC (transnational corporations).

International marketing in Russia.

SECTION 2. Factors of competitiveness in international markets. Marketing environment.

Competitive forces in the international marketing. Controllable and uncontrollable factors of marketing environment.

Marketing environment: Economic forces (stage of economic development, basic indicators). Political forces (stability, international relations). Legal forces

(trade barriers). Cultural forces (religion, language, traditions, values and lifestyles, business cultures).

SECTION 3. Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.

Specific characteristics of marketing research in foreign markets. Classification of markets. Criteria of market attractiveness. Factors influencing market choice.

Benchmarking in international marketing.

SECTION 4. Segmentation in international marketing.

International segmentation – specific characteristics. Market segment attractiveness assessment. Positioning, strategies of product and company positioning. Problem of customer motivation. Industrial customers. Individual customers. Specific characteristics of international customers.

SECTION 5. Pricing in international marketing

Price and non-price competition in international markets. Price :quality ratio in international market.

Pricing in international marketing, specific characteristics in various markets.

Development of the pricing policy. Pricing strategies. Price adjustments.

Terms of sale and terms of delivery in INCOTERMS-2010. Export price escalation. Customs duties, freight charges, insurance.

SECTION 6. International marketing communications

International communicational strategies. Structures and types of communication, instruments of communication in international marketing. Communication budgets. International advertising.

New communication technologies.

Direct marketing in foreign markets. Fares and exhibitions.

SECTION 7. Marketing strategies of an international company

Planing foreign market entrance. Analysis of inetrnational competitiveness of a company. Entrance barriers. Exit barriers.

International marketing strategies. Decision-making process in international marketing. Specific characteristics of marketing mix development for a foreign market. Partnerships in international marketing.

SECTION 8. Distribution in international marketing

Distribution channels in international marketing. Choice and creation of dictribution channels. Intermediaries. Criteria for the choice of intermadiaries. Intergarated logistics in international marketing. Modern transposrtation solutions. Global retailers.

4. EDUCATIONAL TECHNOLOGIES

Various forms of teaching are used for the course “International marketing” within the framework of competences approach to education. Depending on the particular topic we use various forms of lectures – topic-lectures, discussion-lectures, case studies –lectures and interactive lectures with active feedback.

The following informational and educational technologies are used for the course “International marketing”.

Table 3

4 .International and educational technologies used for the course « International marketing »

For the part-time education method

5. ASSESSMENT OF THE EDUCATIONAL RESULTS OF THE COURSE

5.1 Procedures for assessment of knowledge, skills, proficiencies and experiences

In the process of the course study the rating-based control of the students’ knowledge is carried out in accordance with the corresponding RSUH provisions. The control procedure takes into account the results of quizzes and scientific reports during practices, the results of independent work on analytical assignments as well as the active participation of the students in discussions, in analysing problems.

Criteria used for the rating control of the students studying the course « International marketing » is presented in tab. 4

Table 4

For the part-time education form

Form of control	Time of reporting	Maximum points	
		For 1	Total
Ongoing current control: - participation in discussions - quiz - scientific report - test	Pract. 3,13	3 points 4 points 10 points 11 points	9 points 20 points 20 points 11 points
Interim attestation			40 points
Total for the term (course)			100 points

The grade «passed» is given to the student who has accumulated not less than 50 points for the ongoing current control and interim attestation. The total result (maximum 100 points) is converted into the traditional grades scale and to the European Credit Transfer System (ECTS) in accordance with tab. 5:

Table 5

<i>100-point scale</i>	<i>Traditional scale</i>		<i>ECTS scale</i>
95 – 100	<i>excellent</i>	<i>passed</i>	<i>A</i>
83–94			<i>B</i>
68–82	<i>good</i>		<i>C</i>
56–67	<i>satisfactory</i>		<i>D</i>
50–55			<i>E</i>
20–49			<i>Not satisfactory</i>
0–19	<i>not passed</i>	<i>F</i>	

5.2. Description of the indicators and criteria of assessment of competences on different stages of competence formation, description of assessment scales

Ongoing current control

During assessment of quiz results and participation in discussions the following points are taken into consideration :

- the extent to which the report theme is developed (0-2 points);
- the knowledge of the discussed themes, the ability to use the previously studied theoretical material and terminology (0-2 points).
- style and logic of material presentation, literacy of speech (0-1);

During the assessment of scientific reports and essays the following points are taken into consideration:

- the completeness and exactness of the research topic, correct determination of the object and the theme of the study (0-5)
- the level of structuredness of the material and scientific approach (0-2)
- the formalization of the work (presence of introduction, conclusion, main points, references) (0-3)

Criteria for assessment of test answers:

- correct answer – 1 point.
- incorrect answer – 0 points.

Interim attestation

Points/ ECTS scale	Course grade	Criteria for assessment of course study results
100-83/ A,B	«excellent»/ «passed (excellent)»/ «passed»	Grade is given to the student if the student has perceived both the theoretical and practical material and can demonstrate that during current and interim attestation. The student can completely and logically relay educational material, can connect theory and

Points/ ECTS scale	Course grade	Criteria for assessment of course study results
		<p>practice, can solve professionally oriented problems of high level of complexity, can correctly reason the decisions taken.</p> <p>Easily orientates in educational and scientific literature.</p> <p>The course grade is given taking into consideration current and interim attestation results.</p> <p>The competences attributed to the course have been formatted on a “high” level.</p>
82-68/ C	«good»/ «passed (good)»/ «passed»	<p>Grade is given to the student if the student knows both the theoretical and practical material and can demonstrate that during current and interim attestation without major flaws.</p> <p>The student can completely and logically relay educational material, can connect theory and practice, can correctly use theoretical provisions to solve professionally oriented problems of various levels of complexity, possesses necessary skills.</p> <p>Fairly well orientates in educational and scientific literature.</p> <p>The course grade is given taking into consideration current and interim attestation results.</p> <p>The competences attributed to the course have been formatted on a “good” level.</p>
67-50/ D,E	«satisfactory»/ «passed (satisfactory)»/ «passed»	<p>Grade is given to the student if the student has basic knowledge of the theoretical and practical material, makes mistakes during current and interim attestation.</p> <p>The student meets with certain difficulties when trying to use theoretical provisions to solve professionally oriented problems of standard levels of complexity, possesses necessary skills of basic level.</p> <p>Possesses sufficient knowledge of educational and scientific literature.</p> <p>The course grade is given taking into consideration current and interim attestation results.</p> <p>The competences attributed to the course have been formatted on a “sufficient” level.</p>
49-0/ F,FX	«unsatisfactory» /	Grade is given to the student if the student does not have basic knowledge of the theoretical and

Points/ ECTS scale	Course grade	Criteria for assessment of course study results
	Not passed	<p>practical material, makes major mistakes during current and interim attestation.</p> <p>The student meets with serious difficulties when trying to use theoretical provisions to solve professionally oriented problems of standard levels of complexity, does not possess necessary skills of basic level.</p> <p>Possesses partial knowledge of educational literature.</p> <p>The course grade is given taking into consideration current and interim attestation results.</p> <p>The competences attributed to the course have not been formatted on a “sufficient” level.</p>

5.3. Example control assignments and other materials needed for the assessment of knowledge, skills, proficiencies and (or) experience

After each theme oral or written quizzes are carried out in accordance to control questions on the course.

Example control questions on the course:

1. International marketing : essence and role in business
2. Globalization of economy and its influence on international marketing
3. Stages of internationalization of a company
4. TNCs activities
5. International marketing environment
6. Controllable and uncontrollable factors of international marketing environment
7. Economic forces in international marketing
8. Political forces in international marketing
9. Trade barriers
10. Cultural environment and its role

Example topics of reports and discussions:

1. The international marketing environment: controllable and uncontrollable factors
2. Contemporary view on the factors of competitiveness in the international market.
3. International markets : the problem of assessment and choice.
4. Methods of competitiveness evaluation.
5. Distribution systems in international marketing
6. The problem of export price escalation
7. International communication strategies.

Topics for scientific reports and/or essays:

Each student gets an individual topic for preparation of a scientific report or an essay and presents them during the course. Example topics:

1. Analysis of the main factors that determine functioning of the international marketing.
2. Analysis of the factors of internal and external environment (specific company example).
3. Analysis of economic factors of international marketing environment (specific company example).
4. Analysis of social and cultural factors of international marketing environment (specific company example).
5. Main directions of research in international marketing.
6. Stages and methods of marketing research in a foreign market.
7. Macrosegmentation (specific company example).
8. Analysis of pricing strategies in a foreign market (specific company example).

Examples of tests

1. Which of the following belong to the cultural environment of international marketing

- a) Non-tariff barriers
- b) Geography and infrastructure
- c) National laws
- d) religion

2. What qualities are characteristic of TNCs:

- a) high capital concentration
- b) hard to tell the nationality
- c) the assets are highly diversified
- d) the owner manages the business activities of the company
- e) high level of influence in economic environment

3. Field research is

- a) collection and analysis of information from potential customers, intermediaries, results of test sales etc
- b) collection and analysis of all the data pertaining to the object of research
- c) collection and study of publications in press
- d) collection and analysis of official statistical data

4. Are there basic differences in principles and content of national and international marketing?

- a) There are no substantial differences, there only difference is in the scale of activities
- b) There are basic differences because the aims and the tasks are completely different
- c) All the basics and the methodological foundations of marketing are the same, the only difference is in environment and the ways of adaptation

5. Desk research is

- a) Collection, analysis of all of the existing data pertaining to the object of research that has not been collected specifically for the specific task

- b) Collection and analysis of the information that had never been published earlier
- c) Observation of groups of people, actions and situations
- d) Research of customers knowledge of the product

6. Which factors make standardization strategy preferable:

- a) Economies of scale
- b) diversity of consumer needs
- c) Centralized operations management
- d) Convergence of customers tastes

7. The “skimming” strategy is used when

- a) The product is removed from the market
- b) The company is entering a new market with an existing product
- c) There is a “pioneer” product
- d) Discounted products are being sold при реализации товаров по сниженным ценам

6. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL PROVISIONS OF THE COURSE

6.1. The list of sources and literature

Basic literature:

1. Abaev Alan Lazarevich. International marketing: textbook and workshop for Bachelor and Master / [A.L. Abaev et al.]; under edition of A.L. Abaeva, V.A. Aleksunin. - Moscow: Yurayt Publishing House, 2016; under edition of A.L. Abaev, V.A. Aleksunin. - – 362 c.
2. Bagiev George Leonidovich. International marketing : a textbook on specialty "Marketing" / G.L. Bagiev, N.K. Moiseeva, V.I. Cherenkov; under general ed. by G.L. Bagiev. - 2nd ed., pererab. i dop. - M. [et al.] : Peter, 2009. - 688 c.): Fig., table. ; 24 cm. - (Textbook for High Schools). - Bibliogr.: p. 676-688. - BIBLIOGR.: P. 978-5-91180-660-6 : 361.02.
3. Moiseeva Nina Konstantinovna. International marketing and business [Electronic resource] : Textbook. - Moscow ; Moscow : "KURS" LLC : "INFRA-M Research and Publishing Center" LLC, 2013. - 272 c. - ISBN 978-5-90554-30-8. EBC "Znaniy" <http://znaniy.com/go.php?id=390294>.

Additional literature

1. Karpova Svetlana Vasilyevna. Workshop on International Marketing: a textbook for students studying on specialty "World Economy" / S. V. Karpova. - 2nd ed., er. - Moscow: KnoRus, 2010. - 198, [1] c. : fig., tab. ; 21 sm. - ISBN 978-5-406-00737-2 : 120.00.
2. Kotler Philip. Marketing : Hospitality. Tourism : a textbook for university students / F. Kotler, J. Bowen, J. Makenz ; per. engl. ed. by R.B. Nozdreva. - M. :

UNITY, 1998. - XXIV, 763 p. P. Kotler, J. T. Bowen, J. C.: Marketing for hospitality and tourism. Makens. - Supplementary Title L. Orig. - ISBN 5-238-00018-9. - ISBN 0-13-858267-X.

3. Raisa Borisovna Nozdreva. Modern Aspects of International Marketing : an educational manual / R. B. Nozdreva; Moscow. state in-t. of international relations (un.). - MOSCOW: ROSSPAN, 2004. - 278,[1] c. : figures, table - (MGIMO textbooks). - Bibliogr. at the end of book - ISBN 5-8243-0426-2 : 99.

4. McAuley Andrew. International marketing : Consuming globally, thinking locally. - Chichester [etc.] : Wiley, 2001. - XIII, 337 p. : fig., tab. - Edict. p.325-337. - ISBN 0-471-89744-2 : 1000.

5. Strategic global marketing : issues a. trends / ed. Erdener Kaynak. - New York : International Business Press, 2002 : International Business Press. - XVIII, 233p. : tab. - Title L. also: Has been co-published simultaneously as Journal of Global Marketing, Vol. 16, N 1/2 2002. - Decree pp. 231-233. - ISBN 0-7890-2016-5. - ISBN 0-7890-2017-3 : 600.

Reference books

1. Sharkov Felix Izosimovich. Communicology: encyclopedic dictionary and reference book. - Izd. 3. - Moscow : Dashkov, 2013. - 768 c. - ISBN 978-5-394-02169-5. <http://znanium.com/go.php?id=430299>.

6.2. The list of Internet websites required for the course

1. American Marketing Association - official website <https://www.ama.org/>.
2. American Advertising Federation - official website <http://www.aaf.org/>.
3. Smart Insights <https://www.smartinsights.com>
4. Marketing in Russia and abroad (Delo i servis publishing house) (www.dis.ru). The magazine is devoted to the theory and methodology of marketing, marketing in various industries and spheres of activity.
5. <http://kafmr.rsuh.ru/> - website of the Department of Marketing and Advertising, Faculty of Management, Institute of Economics, Management and Law of Russian State University. The site was created to inform students and teachers, the interaction between them. On a site the materials concerning marketing subjects are published.
6. ESOMAR (European Society for Opinion and Market Research) - official site www.esomar.org.
7. www.marketologi.ru - website of the Marketing Guild.
8. www.vniki.ru - site of All-Russian Research and Development Institute - the oldest scientific institution in Russia that is directly related to marketing. On the site you can get acquainted with the topics of research conducted by the Institute.

6.3 Composition of modern professional databases (DB) and information and

No	Name
1	International reference science-based databases available through national subscription in 2019. Web of Science Scopus
2	Professional full-text databases available through national subscription in 2019. Cambridge University Press Magazines ProQuest Dissertation & Theses Global SAGE Journals Taylor and Francis Magazines
3	Professional full-text database JSTOR Publications in social and human sciences Grebennikon.ru digital library
4	Computer legal reference systems Consultant Plus, Garant

7. MATERIAL PROVISIONS OF THE COURSE

The following material provisions are needed for the course:

- demonstration appliances for visualisation lectures,
- multimedia for presentation of reports and essays.

Classroom requirements:

- computer classes for practices,
- the classroom for lectures and practices should be equipped with furniture suitable for writing and note-taking, appliances for slide-shows and PCs.

Software (software) composition (2019)

Software list

No	Software name	Manufacturer	Method of distribution (licensed or freely distributed))
1	Adobe Master Collection CS4	Adobe	ЛИЦЕНЗИОННОЕ
2	Microsoft Office 2010	Microsoft	licensed
3	Windows 7 Pro	Microsoft	licensed
4	AutoCAD 2010 Student	Autodesk	freely distributed
5	Archicad 21 Rus Student	Graphisoft	freely distributed
6	SPSS Statistics 22	IBM	licensed
7	Microsoft Share Point 2010	Microsoft	licensed
8	SPSS Statistics 25	IBM	licensed
9	Microsoft Office 2013	Microsoft	licensed
10	OC «ALT Obrazovanie» 8	ООО «Bazalt SPO	licensed
11	Microsoft Office 2013	Microsoft	licensed
12	Windows 10 Pro	Microsoft	licensed
13	Kaspersky Endpoint Security	Kaspersky	licensed
14	Microsoft Office 2016	Microsoft	licensed
15	Visual Studio 2019	Microsoft	licensed

16	Adobe Creative Cloud	Adobe	licensed
17	ZOOM	ZOOM	licensed

8. PROVISION OF EDUCATIONAL PROCESS FOR THE STUDENTS WITH LIMITED HEALTH CAPABILITIES

In the course of the discipline, the following additional methods of training, ongoing monitoring of progress and intermediate certification of students depending on their individual characteristics are used:

- for the blind and visually impaired:
 - lectures are made out in the form of an electronic document accessible by means of a computer with specialized software;
 - written assignments are performed on a computer with specialized software or can be replaced by an oral answer;
 - individual uniform illumination of at least 300 lux is provided;
 - a magnifying device is provided if necessary to carry out the task; it is also possible to use own magnifying devices;
 - Written tasks are printed in larger font sizes;
 - the exam and the credit are oral or written on a computer.
- for deaf and hearing-impaired persons:
 - for the deaf and hearing impaired: lectures are made out as an electronic document or individual sound-amplifying equipment is provided;
 - written assignments are carried out on a computer in written form;
 - exams and tests are conducted in written form on a computer; it is possible to conduct them in the form of tests.
- for persons with locomotor system disorders:
 - lectures are prepared in the form of an electronic document available on a computer with specialized software;
 - written assignments are performed on a computer with specialized software;
 - exam and credit are conducted orally or in writing on a computer.

If necessary, more time is provided for the preparation of an answer.

The procedure of intermediate attestation for students is established taking into account their individual psychophysical characteristics. Intermediate assessment may be conducted in several stages.

The procedure for evaluating the results of training provides for the use of technical means necessary in connection with the individual characteristics of trainees. These means can be provided by the university, or their own technical means can be used.

The assessment procedure can be carried out using distance learning technologies.

Information and bibliographic resources on the Internet are made available to every learner in forms adapted to their health and perception limitations:

- for the blind and visually impaired:
 - in printed form in enlarged font;
 - in the form of an electronic document;

- in the form of an audio file.
- for the deaf and hearing impaired:
 - in printed form;
 - in the form of an electronic document.
- for students with musculoskeletal disorders:
 - in printed form;
 - in the form of an electronic document;
 - in the form of an audio file.

Training rooms for all types of contact and independent work, scientific library and other training rooms are equipped with special equipment and training places with technical means of training:

- for the blind and visually impaired:
 - a scanning and reading device with a SARA CE camera;
 - braille display PAC Mate 20;
 - an EmBraille ViewPlus braille printer;
- for the deaf and hearing impaired:
 - an automated workstation for the deaf and hearing impaired;
 - an acoustic amplifier and speakers;
- for students with musculoskeletal disorders:
 - mobile, ergonomically adjustable SI-1 desks;
 - computer hardware with special software

9. THE LIST OF EDUCATIONAL AND METHODOLOGICAL PROVISIONS FOR THE INDEPENDENT WORK OF STUDENTS

9.1. Plans of practices. Instructions for organization and preparation

Practices for the course « International marketing » for the students of the faculty of advertising and public relations, direction 42.04.01 «Advertising and public relations», profile «Advertising and public relations in state and municipal administration» are carried out in accordance with the Federal State Educational Standard.

The topics of practices are connected with the course plan and include the most important theoretical parts of the course as well as typical problems and situations connected with activities in international marketing.

The students should prepare for the practice by consulting with the practice plans, go over theoretical material (lectures) and other sources. During practice classes the students complete theoretical and practical assignments, participate in discussions.

SECTIONS AND TOPICS OF PRACTICE

Topic №1: International marketing – basics. Globalization of economy. TNC

1. Which factors influence international marketing?

2. What stages does the process of company's internationalization consist of?
3. What are specific characteristics of the international marketing of Russian companies and what are the reasons of these characteristics?

Basic literature:

1. Абаев Алан Лазаревич. Международный маркетинг: учебник и практикум для бакалавриата и магистратуры / [А.Л. Абаев и др.]; под ред. А.Л. Абаева, В.А. Алексунина. - М.: Издательство Юрайт, 2016. – 362 с.
2. Багиев Георгий Леонидович. Международный маркетинг : учебник по специальности "Маркетинг" / Г. Л. Багиев, Н. К. Моисеева, В. И. Черенков ; под общ. ред. Г. Л. Багиева. - 2-е изд., перераб. и доп. - М. [и др.] : Питер, 2009. - 688 с. : рис., табл. ; 24 см. - (Учебник для вузов). - Библиогр.: с. 676-688. - ISBN 978-5-91180-660-6 : 361.02.
3. Моисеева Нина Константиновна. Международный маркетинг и бизнес [Электронный ресурс] : Учебное пособие. - Москва ; Москва : ООО "КУРС" : ООО "Научно-издательский центр ИНФРА-М", 2013. - 272 с. - ISBN 978-5-905554-30-8. ЭБС «Знаниум»
<http://znanium.com/go.php?id=390294>

Additional literature:

4. Карпова Светлана Васильевна. Практикум по международному маркетингу : учеб. пособие для студентов, обучающихся по специальности "Мировая экономика" / С. В. Карпова. - 2-е изд., стер. - М. : КноРус, 2020. - 198, [1] с. : рис., табл. ; 21 см. - ISBN 978-5-406-00737-2 : 120.00.
5. Ноздрева Раиса Борисовна. Современные аспекты международного маркетинга : учеб. пособие / Р. Б. Ноздрева ; Моск. гос. ин-т междунар. отношений (ун-т). - М. : РОССПЭН, 2019. - 278,[1] с. : рис., табл. - (Учебники МГИМО). - Библиогр. в конце кн. - ISBN 5-8243-0426-2 : 99.

Topic № 2: Factors of competitiveness in international markets.

Marketing environment.

1. Please give definition of competition and its specific characteristics in the international marketing.
2. What are the main forces determining competition?
3. What are the main factors of competitiveness?
4. What is market conjuncture?
5. What is external and internal environment of international marketing?
6. Please explain the economic factors of international marketing environment.
7. Please explain the political and legal factors of international marketing environment.
8. Please explain the social and cultural factors of international marketing environment.

9. Please explain the geographic factors of international marketing environment.

Topic № 3: Marketing research in foreign markets: the essence, classification, the problem of assessment and choice.

1. Explain specific characteristics of international marketing research.
2. What are the main directions of marketing research in international business?
3. What are the stages of international marketing research?
4. What are the methods of international marketing research?
5. Which factors affect the choice of method of research?
6. What are the main principles of research in international marketing?
7. What are the main methods of analysis in international marketing?

Topic № 4: Segmentation in international marketing.

1. What are specific characteristics of motivating industrial and individual consumer?
2. What are the differences in consumer behaviour in various countries?
3. What criteria are suitable for evaluation of market attractiveness?

Topic № 5: Pricing in international marketing

1. Please explain theoretical basis of market pricing.
2. Please explain the notion of perceived value of a product in a foreign market.
3. What is price and non-price competition in international marketing?
4. What specific characteristics of competitors pricing policy analysis are there in international marketing?
5. What are the reasons of price volatility in international marketing?
6. Please explain specific characteristics of export pricing in international trade?
7. What types of prices are there in international business?
8. Please name the main pricing strategies in international business.
9. Please explain the economic essence of customs tariffs and fees?

Topic № 6: International marketing communications

1. What are specific characteristics of personal contacts in international marketing?
2. Please define integrated communications of a company.
3. What are specific characteristics of business negotiations in international business?

4. What are specific characteristics of marketing communications culture in international marketing?

Topic № 7: Marketing strategies of an international company

1. What are the main components of international marketing strategies?
2. What are the criteria of classification in international marketing strategies?
3. What is the basis for the choice of a marketing strategy in international business?
4. What is the process of decision-making in international marketing?
5. Please name the main product strategies in international marketing.
6. Please describe the assortment policy of a company in international marketing.
7. Which promotion strategies do you know?
8. What are the main sales strategies in international marketing?

Topic № 8: Distribution in international marketing

1. Please name the main types of distribution channels.
2. What are the criteria of distribution channel choice in international marketing?
3. How is the process of intermediaries search and choice carried out?
4. Integrated logistics in contemporary conditions.

9.2. Recommendations for the preparation of written works

Scientific report or an essay is an independent student work finalizing his theoretical and practical studies of the course. While preparing the scientific report the student should demonstrate his abilities to solve practical problems with the help of obtained knowledge.

The written works are prepared with the help from the lecturer. The student is expected to demonstrate to which extent he has mastered theoretical knowledge and practical skills, learned to set scientific and research tasks, make conclusions and analyse the obtained material.

General requirements:

In order to successfully complete the written work the student is required to

- Have theoretical knowledge of the course in accordance to RSUH program;
- Be proficient in the methods of scientific research;
- Be able to use modern technologies in the process of preparation of a written work;
- Be able to choose relevant information sources and work with professional literature;

- Be able to formulate theoretical and practical recommendations and analysis results.

The written work should correspond to the following general requirements:

1. Relevance of the topic.
2. Pointedness, concreteness and soundness of conclusions.
3. High level of research in accordance with modern requirements.

The topics of the written works are formulated on the basis of Example topics in p.5.4. of the present program.

The suggested topics are examples and permit students to choose other topics after having discussed them with the lecturer.

Requirements for the contents and the structure of the texts

The suggested example topics include a wide variety of problems. Therefore structure of each work should be discussed by the lecturer and the student depending on student's scientific interests, availability of information and other factors.

Every scientific work should contain :

- Front page
- Table of contents
- introduction
- chapters of paragraphs
- conclusion
- list of references

ANNEX 1. ABSTRACT

The course “International marketing” is an optional course of variative cycle of courses of the educational direction 42.04.01 «Advertising and public relations» (Masters level) (profile: "Advertising and public relations in state and municipal administration") of the part-time form of education. The course is taught in the Faculty of Advertising and Public Relations of RSUH by the department of marketing and advertising.

Aim of the course – to provide the students with fundamental theoretical and high-quality practical knowledge of international marketing, skills of marketing activities in the international markets, to prepare specialists with professional competences needed for the international marketing activities.

Tasks of the course :

- study the basic notions of international marketing ;
- assist in learning professional terminology of international marketing in Russian and English;
- form skills of using methodology and methods of market research of foreign markets and consumers ;
- study specific characteristics of the usage of main marketing strategies while entering a foreign market;
- ensure understanding of specific characteristics of promotion in various countries and regions ;
- learn the basics of marketing communications in the international market;
- prepare Masters that will be capable of making reasonable decisions on marketing matters in international business in a timely and creative manner.

The course is aimed at formation of the following competences :

- **General professional competencies :**

PK-1 (Capable of planning, organizing and coordinating the process of creating media texts and/or media products in demand by society and industry, and/or communication products, monitoring and taking into account changes in Russian and foreign language norms, peculiarities of other sign systems.)

- **Professional competencies:**

PK-1 (Capable of applying in professional activity a complex of modern technological solutions, technical means, methods and techniques of online and offline communications.)

As a result of the course the students should :

Know:

- the main categories of international marketing;
- specific characteristics of the foreign market and consumers needs research;
- methods of analysis, evaluation and choice of a foreign market;

- basic principles of segmentation of a foreign market;
- specific characteristics of the complex of marketing while working in a foreign market;
- principles, approaches, strategies and methods of development of product, price and sales policy in foreign markets;
- specific characteristics of developing efficient marketing communications in external markets;
- specific characteristics of marketing activities in different types of markets;
- possibility to use various marketing strategies while entering a foreign market.

Be able to:

- prepare plans of market research of a foreign market taking into consideration specific characteristics of different countries;
- choose optimal strategy on the basis of market conditions analysis and conjuncture of a foreign market;
- make promotion plans for the foreign markets;
- find out specific characteristics of the marketing activities in various foreign markets;
- research competitive environment for conducting of international activities;
- analyze internal market changes connected with the appearance of foreign competitors;
- put into practice the obtained knowledge on interaction with international partners including communications in a foreign (English) language.

Be proficient in:

- special terminology in Russian and English languages;
- methods of analysis for various markets;
- basic methods of planning and organizing marketing activities in foreign markets;
- principles and methods of assessment of efficiency of marketing activities in external markets;
- skills of carrying out market research in foreign markets;
- skills of assessment of efficiency of various promotion methods in foreign markets;
- principles of usage and combination of different forms of modern marketing communications in international markets.

The course program includes the following types of control : the ongoing current control in the forms of interviews, testing, independent students' work and interim attestation in the form of graded credit at the end of the course.

The total labour intensity of the course is 3 credit units (108 hours).

