

(Table 5.2) Course unit description

Study program: Economics and business management			
Type and level of studies: Master Studies			
Course unit: Intercultural Marketing			
Teacher in charge: Srdjan Šapić, PhD			
Language of instruction: English			
ECTS: 8			
Prerequisites: /			
Semester: Winter Semester			
Course unit objective: The course is designed to teach students the basic theoretical and applied dimensions of scientific research in the field of intercultural marketing, to introduce students to the methods and techniques of analyzing the international, especially cultural environment for the successful implementation of international marketing activities.			
Learning outcomes of Course unit By mastering the material, students are trained to understand the essential dimensions of the contemporary international environment, gain theoretical and practical knowledge about the cultural environment and the skills of managing international marketing activities, as one of the key factors for the success of the company on the international scene.			
Course unit contents Theoretical teaching: The structure of the subject Intercultural Marketing consists of the following parts: 1. Researching the international environment; 2. The cultural dimension of the international environment; 3. Marketing decisions in the intercultural environment; 4. Culture and marketing communications; 5. Culture and marketing negotiation. Practical teaching: Exercises, Other forms of teaching, Preparation of research papers.			
Literature 1. Usunier, J.C., Lee, J. A. (2005). <i>Marketing Across Cultures</i> , Pearson Education Limited, Harlow 2. Thomas, D.C., Peterson, M. F.(2015). <i>Cross-Cultural Management: Essential Concepts</i> , Sage Publications, Thousand Oaks, California 3. Deresky, H. (2017). <i>International Management, Managing Across Borders and Cultures</i> , Pearson Education Limited, Harlow			
Number of active teaching hours			Other classes
Lectures 2	Practice 2	Other forms of classes Independent work	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	Oral examination	50
practical classes/tests	20		
Seminars/homework	20		
Project			
Other			

Grading System		
Grade	Bo. Of Points:	Description
10	91-100	Excellent
9	81-90	Exceptionally good
8	71-80	Very good
7	61-70	Good
6	51-60	Passing
5	0-50	Failing