

(Table 5.2) Course unit description

Study program: Business economics and 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 international 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 Theory teaching: Bearing in mind the goal and outcomes of the case, 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 classes: Exercises, Other forms of teaching, Study research work			
Literature 1. Usunier, J.C. (2000). <i>Marketing Across Cultures</i> , Fifth Edition, Prentice Hall, London. 2. Thomas, D.C., Peterson, M. F.(2015). <i>Cross-Cultural Management: Essential Concepts</i> , Sage Publications, Thousand Oaks, California 3. Deresky, H.,(2000). <i>International Management, Managing Across Borders and Cultures</i> , Third Edition, Prentice Hall, New Jersey. 4. Czinkota, M., Ronkainen, I.(2002). <i>International Marketing</i> , South Western Publishing, Cincinnati			
Number of active teaching hours			Other classes
Lectures 30 (15x2)	Practice 30 (15x2)	Other forms of classes	
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