

**(Table 5.2) Course unit description**

Study program: Business management			
Type and level of studies: Doctoral academic studies			
<b>Course unit: International Marketing in a Global Environment</b>			
<b>Teacher in charge: Srdjan Šapić, PhD</b>			
Language of instruction: English			
ECTS: 9			
Prerequisites: /			
Semester: Winter Semester			
<b>Course unit objective:</b> The course International Marketing in a Global Environment aims to introduce students to the elements of the modern global environment and increase their competencies for analyzing and selecting global market opportunities, creating and managing global marketing programs.			
<b>Learning outcomes of Course unit</b> By mastering the subject from International Marketing in a Global Environment, a student deepens and expands theoretical methodological and applicative knowledge, and from that point of view, he is trained to develop a quality doctoral dissertation. This enables the candidate to be able to continue his research work, or to decide and solve problems at the highest level in the organization.			
<b>Course unit contents</b> Bearing in mind the goal and outcomes of the objects, the structure of the objects consists of the following parts: 1. Global marketing environment; 2. Analysis and selection of global market opportunities; 3. Creating a global marketing program; 4. Managing global marketing programs;			
<b>Literature</b> 1. Hollensen S., (2012), <i>Essentials of Global Marketing</i> , Second Edition, Pearson Education Limited, Harlow.			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures 6	Practice 3,33	Other forms of classes	
<b>Teaching methods</b>			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures		Oral examination	50
practical classes/tests			
Seminars/homework	50		
Project			
Other			
<b>Grading System</b>			
<b>Grade</b>	<b>Bo. Of Points:</b>	<b>Description</b>	
<b>10</b>	<b>91-100</b>	Excellent	
<b>9</b>	<b>81-90</b>	Exceptionally good	
<b>8</b>	<b>71-80</b>	Very good	

<b>7</b>	<b>61-70</b>	Good
<b>6</b>	<b>51-60</b>	Passing
<b>5</b>	<b>0-50</b>	Failing