

Study program: Economics and business management			
Type and level of studies: Undergraduate studies			
Course unit: International marketing			
Teacher in charge: Srdjan Šapić, PhD; Jovana Filipović, PhD			
Language of instruction: English			
ECTS: 7			
Prerequisites: /			
Semester: Winter Semester			
<p>Course unit objective: Introducing students with the content of international marketing discipline is the main objective of the International Marketing course. Recognizing and adopting the basic assumptions and principles of successful marketing and international business, based on the experience of internationally affiliated companies and successful exporters, is a useful approach for domestic companies in overcoming certain elements of their international marketing myopia.</p>			
<p>Learning outcomes of Course unit After mastering the subject and acquiring certain knowledge in the subject of International marketing, the overall competencies in this area are increased. Different theoretical concepts taught in this discipline aim to provide the appropriate knowledge and skills to solve complex international business and marketing problems. By studying this course, students acquire the appropriate knowledge and skills that are necessary for understanding the role of international marketing, especially in the following areas: decision making in internationalization, research of international marketing environment, strategies of companies in selected international markets, definition, implementation and control of international marketing program.</p>			
<p>Course unit contents Theoretical teaching: The structure of the international marketing course consists of the following parts: Basic dimensions of international marketing, Internationalization decision making, International marketing environment research, Strategies of companies in selected international markets, Defining the appropriate international marketing program, Implementation and control of international marketing program.</p> <p>Practical teaching: Exercises, Preparation of research papers and practical seminar work and its oral presentation, Group activities of students - business case analysis</p>			
Literature			
Czinkota, M., Ronkainen, I., Cui, A.P. (2023). <i>International Marketing</i> , Cengage Learning, Boston			
Number of active teaching hours			Other classes
Lectures 3	Practice 2	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	30
practical classes/tests	20+20		
Seminars/homework	20		
Project			
Other			