|  |  |
| --- | --- |
| FACULTY: | Koszalin University of Technology  Faculty of Economic Sciences |
| FIELD OF STUDY: | **TOURISM AND RECREATION** |
| ERASMUS COORDINATOR OF THE FACULTY: | Małgorzata Czerwińska-Jaśkiewicz, Phd |
| E-MAIL ADDRESS OF THE COORDINATOR: | malgorzata.czerwinska@tu.koszalin.pl |
| COURSE TITLE: | **INTERNATIONAL MARKETING** |
| LECTURER’S NAME: | **Dariusz Oczachowski, Phd** |
| E-MAIL ADDRESS OF THE LECTURER: | [d.oczachowski@wp.pl](mailto:d.oczachowski@wp.pl) |
| ECTS POINTS FOR THE COURSE: | 4 |
| ACADEMIC YEAR: | **2020/2021** |
| SEMESTER:  (W – winter, S – summer) | W or S |
| HOURS IN SEMESTER: | Lectures: 30 hours |
| LEVEL OF THE COURSE:  (1st cycle, 2nd cycle, 3rd cycle) | 1st cycle |
| TEACHING METHOD:  (lecture, laboratory, group tutorials, seminar, other-what type?) | Lecture |
| LANGUAGE OF INSTRUCTION: | English |
| ASSESSMENT METOD:  (written exam, oral exam, class test, written reports, project work, presentation, continuous assessment, other – what type?) | Individual tests, preparation, presentation of a project (individual or group) |
| COURSE CONTENT: | 1.Elements of international marketing (concepts of marketing, export marketing, foreign marketing, international marketing, marketing on international markets)  2.Marketing research in international marketing(specific features of such research, kinds of research, sources of information, research methods  3.Stages of strategies on a foreign market (global strategy, dual strategy, sources of financing, strategies of financing)  4.Selection of foreign markets, assessment of their attractiveness (portfolio methods) and selection of forms of activities on these markets  5.Characteristics of the forms of activities on a foreign market (export activities, exchange trade, cooperative actions without capital involvement, complex investments)  6.Cooperative activities with capital involvement(joint ventures, strategic alliances, direct investments)  7.Marketing strategies on a foreign market(types of strategies, marketing-mix strategy on a foreign market: product policy, price policy, distribution policy, promotion policy)  8.Developing organizational structures for international marketing  9. Euromarketing, international logistics |
| ADDITIONAL INFORMATION: | **Didactic methods:**  Activating lectures, discussions, projects(group and individual) |

………………………………………………………………..

/sporządził, data/