

Irkutsk National Research Technical University

Baikal Institute of BRICS

Master English-taught program

BUSINESS ADMINISTRATION

International Marketing Management

Lecturer



Daria I. Khlebovich

Head of the Master`s program “Business Administration” ,
Associate Professor of the Baikal Institute of BRICS at Irkutsk
National Research Technical University

EDUCATION

PhD in Labor Economics (1997)

Master of Management (2014)

Specialist in Labor Economics (1993)

RESEARCH FIELDS

Empirical research methods in Management and
Marketing, Service Marketing, University Management



Course at a Glance

2nd academic year, autumn semester

Face-to-Face or online mode of delivery

ECTS – 4 credits (13 hours of Lectures,
26 hours of seminars, 69 hours non-
contact work)

Assessment Methods:

Final control – EXAM

Test [up to 40%]



Course at a Glance

One polemical questions based on textbook or articles (up to 30%)

Case (up to 30 %)

Current control

Homework:

Essay (2), Research work (5), Case (2), Teamwork, group project and presentation (2), Polemic questions for class debates (3) [up to 40%]

Classwork:

Case (3), Discussion (4), Teamwork and presentation (4), Tests (4) [up to 60%]



Course objectives

- To understand what is “International Marketing Management” .
- To identify a range of marketing instruments appropriated to global markets .
- To identify and choose an appropriate strategies for global markets entering
- To identify the steps for creating of global marketing programs
- To discuss and implement contemporary approaches to marketing management activity



Skills

On successful completion of this course, the students should be able to:

- Discuss the **nature of service and products**
- Analyze the market situation using a **number of analytical tools**
- Identify and discuss the **role of customer**
- Define the **international marketing management** concept
- Identify the **consumer purchase-decision** process
- Analyze and segment business and consumer markets **globally**



Skills

On successful completion of this course, the students should be able to:

- Establish **effective pricing, distribution and communication policies**
- Create effective **marketing plans** that stimulate sales of various products and services in international markets
- Explain the **relationship** between a firm and its external environment
- Identify the types of companies **involved in global marketing** and explain how they differ



Knowledge, Skills, Abilities

Knowledge – to identify key concept of international marketing management and its instruments. Recognize the best international marketing practices

Skills – to solve different marketing problem in global markets, including both domestic and international institution

Abilities – to demonstrate abilities to complete a problem or task in the sphere of international marketing management



Course content

- Introduction to international marketing management
- Marketing Management Global Environment
- Analyzing and targeting global marketing opportunities
- Understanding consumers behavior. Consumer decision process. Expectations and risks.
- Customer management. Building customer relationship. Customer satisfaction and loyalty.
- International Marketing strategy



Course content

- Product / service analysis, development and standards.
- Pricing strategy
- Distribution strategy
- Communicating and promoting strategy
- Market plan development
- Managing the international marketing program



Prerequisites

Modern Managerial issues

Empirical Research Methods in
Management

Management

Macroeconomics

References

Global Marketing Management

Keegan W. J. – Prentice Hall Series in Marketing, 2008.

Global Marketing

Hollensen S. – Pearson, 2017.

Service Marketing. Integrating Marketing Focus
Across the Firm.

Zeithaml V., Bihner M., Gremler D. – McGrawHill, 2013.

Journals:

Industrial Marketing Management,

International Journal of Research in Marketing

Companies` web-sites

Sites-aggregators

<http://www.customeressential.com>, <http://www.slideshare.net>, etc.



Journals Database

Google Scholar

<http://scholar.google.com>

Microsoft Academic Research

<http://academic.research.microsoft.com>

Directory of Open Access Journals

<http://www.doaj.org>

ScienceDirect

<http://www.sciencedirect.com>

Research Papers in Economics (RePEc)

<http://repec.org/>



Journals Database

Social Science Research Network
(SSRN)

<https://www.ssrn.com/en/>

NBER: National Bureau of Economic
Research

<http://www.nber.org/>

EconStor

<https://www.econstor.eu/>

Social Science Open Access
Repository (SSOAR)

<https://www.gesis.org/ssoar/home>



Teaching Methods

The course is structured around understanding and applying key concepts and models that identify why the management of international marketing is different to the management of local marketing. It involves not only understanding theoretical concepts but applying them in class to case studies, presentations and a team project to develop an international marketing strategy.

Teaching Methods

Students will be involved not just by listening and absorbing concepts and frameworks but by delivering content sessions, conducting research on key issues and practices in the international marketing management and in applying the knowledge.





Teaching Methods

A variety of learning methods will be used in this course, including:

- Lectures
- Class discussions
- Case review
- Both individual and team presentation, etc.
- Active class participation is an important component of learning process and grade gaining. Class participation will be judged on quality, appropriateness and consistency.

Teaching Methods

The teaching methodology is based on the “active learning” educational paradigm that involves students in constructing their own learning experience and expose them to the collegial patterns present in work situation. Active learning offers an educational underpinning for the key workforce skills required in business: oral and written communication skills, listening skills, critical thinking, and problem solving.



Teaching Methods

Assessment methods: in-class activities, questioning, assessment on quality of essay, research works, and presentations, test

Contacts

Baikal Institute of BRICS

664074, Irkutsk, Lermontov street № 83,

E-mail: admission@istu.edu

Phone: +7(3952) 40-52-15

Daria I. Khlebovich (lecturer)

E-mail: dkhlebovich@istu.edu, daria.khlebovich@gmail.com

Skype: darkhl

Contact time: by agreement