

COURSE DESCRIPTION							
Course coordinator	Izv. prof. dr. sc. Ivana First Komen Izv. prof. dr. sc. Jasmina Dlačić						
Course title	International Marketing						
Study programme	Graduate program						
Course status	Core						
Year	1 and 2						
Bodovna vrijednost i način izvođenja nastave	ECTS student 's workload coefficient					6	
	Number of hours (L+E+S)					30+0+30	
1. Course objectives							
Course objective is to provide students with knowledge about marketing strategies and activities in international markets.							
2. Course enrolment requirements							
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3. Expected course learning outcomes							
• Explain the impact of international marketing environment on strategic decisions of business entities. • Create and present international marketing plan. • Choose marketing mix strategies for the international market.							
4. Course content							
Scope of international marketing. Culture as a determinant of the international environment. Other international environment forces. International marketing research. Consumers on the international market. Foreign markets entry strategies. Foreign markets expansion and globalization strategies. Market segmentation and positioning. Brand creation for international markets. Product in international marketing. Pricing in international markets. Distribution in international markets. Promotional mix of international marketing. International marketing plan. Trends in international marketing, ethics and social responsibility.							
5. Teaching methods	☒ lectures			☒ individual assignment			
	☒ seminars and workshops			☒ multimedia and network			
	☐ exercises			☐ laboratories			
	☒ long distance education			☒ mentorship			
	☒ fieldwork			☐ ostalo _____			
6. Comments							
7. Student's obligations							
Student requirements are: active participation during lectures, continuous knowledge assessment, written exam and creation of international marketing plan							
8. Evaluation of student's work							
Course attendance	2	Activity/Participation	0,3	Seminar paper	0,6	Experimental work	
Written exam	0,7	Oral exam		Essay		Research	0,

						6
Project		Continuous knowledge assesment	1	Report		0, 8
Portfolio						
9. Assessment and evaluation of student’s work during classes and on final exam						
Evaluation of learning outcomes is achieved through student activities during classes, preparation of a seminar paper, continuous testing of knowledge, and passing a final exam.						
10. Assigned reading (at the time of the submission of study programme proposal)						
1. Ghauri, P. & Cateora, P.P.: International Marketing, 4th ed. McGraw Hill, 2014. 2. Grbac, B., Izazovi međunarodnog tržišta, Sveučilište u Rijeci, Promarket, Rijeka, 2009. 3. Lecture notes						
11. Optional / additional reading (at the time of proposing study programme)						
1. Previšić J., Ozretić Došen Đ., Krupka Z: Osnove međunarodnog marketinga, Školska knjiga, Zagreb, 2012. 2. Crnjak-Karanović, B., Miočević, D.: Osnove međunarodnog marketinga, Sveučilište u Splitu, Ekonomski fakultet, 2013.						
12. Number of assigned reading copies with regard to the number of students currently attending the course						
Naslov			Broj primjeraka		Broj studenata	
Ghauri, P. & Cateora, P.P.: International Marketing, 4th ed. McGraw Hill, 2014.			10		60	
Grbac, B., Izazovi međunarodnog tržišta, Sveučilište u Rijeci, Promarket, Rijeka, 2009.			20		60	
13. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences						
Anonymous students' evaluations are collected at end of semester through ISVU system. Also, Marketing content specific evaluations of student satisfaction with different course at the end of semester. During semester quality evaluations are done through periodical interviews and communication with students (during lectures, e-course, e-mail, face to face communication...). Special attention is given to their dissatisfaction and elements that could improve teaching process.						