



INTERNATIONAL MARKETING

Credit points:	3 CP
Study course annotation	The study course is intended to provide an idea of operations in the international market, of marketing methods and tools used in international marketing, their practical application, analysis and evaluation of results. Explanation of the concept and nature of international marketing, comparison of the advantages of international marketing, analysis of the international environment, analysis of the basic principles of global segmentation, application of marketing mix elements in international marketing are considered.
Aim of the study course	to provide theoretical and practical knowledge of international marketing concepts, the factors contributing to the learning of international markets, to develop students' ability to perform market analysis, to choose suitable international marketing tools, forms of communication expression for conquering the market.
Tasks of the study course	<ul style="list-style-type: none"> • teaching and researching international marketing theory and practice; • implementation of the international marketing concept; • development of ideas about the problems and possibilities of the implementation of the international marketing concept in today's conditions; • learning and evaluating the influence of the peculiarities of the international environment on marketing activities; • skills to apply acquired knowledge in a specific situation.
Study results	<p>Knowledge</p> <p>as a result of learning the course are learned</p> <ul style="list-style-type: none"> • basic concepts and categories in the field of international marketing; • international marketing functions, goals and tasks; • the role and functions of the international marketing communication system in the operation of the company; • the main tools of international marketing research; • practical aspects of the planning and implementation of the company's international marketing communications, evaluating the effectiveness of its individual elements and the company as a whole.
	<p>Abilities</p> <ul style="list-style-type: none"> • can assess the company's place in the international market, see problems, contradictions, development and main influencing factors, • able to evaluate the company's competitors and competitiveness in the international market using the acquired basic knowledge, • can apply the knowledge gained in the program in different situations, working in a team or individually.
	<p>Competences</p> <ul style="list-style-type: none"> • able to independently obtain, select and evaluate information in conducting international marketing research; • able to analyze information, explain facts and reasonedly discuss in the development of the organization's international marketing strategy; • able to demonstrate the use of various international marketing communication tools,



	<ul style="list-style-type: none"> • able to evaluate the effectiveness of the international marketing company and the chosen strategy; • able to competently prepare and present projects related to international marketing issues; • able to conduct research activities and studies on international marketing issues, interpret and analyze their results.
Study course plan:	
No.	Topics
1.	Introduction to International Marketing. International marketing as a concept.
2.	International marketing environment
3.	Marketing research of foreign markets.
4.	Marketing complex of the international company (Marketing MIX). Peculiarities of product policy in international marketing
5.	Pricing policy in international marketing
6.	Distribution of goods in the international marketing system
7.	Promotion of goods in the foreign market. International Marketing Communications
8.	International marketing strategies
Form of final examination:	
	Differentiated written assessment
Description of the study course acquisition results and assessment criteria:	
The completion of the study course is assessed on a 10-grade scale in accordance with the Regulations of the Cabinet of Ministers No. 141, No. 512, No. 240 and the “Regulations on Study Course Exams and Tests at the Baltic International Academy” approved by the BIA Senate. Decision No. 211 based on the following criteria: the volume and quality of knowledge acquired; skills acquired; acquired competence according to the planned learning outcomes (www.bsa.edu.lv)	
Mandatory literature of the study course:	
<ol style="list-style-type: none"> 1. Oļevskis Grigorijš. Starptautiskā tirdzniecība.- Rīga : Rīgas Starptautiskā ekonomikas un biznesa administrācijas augstskola, 2003. - 204 lpp. 2. International Marketing / Philip R. Cateora, John L. Graham. - 12th ed. - McGraw-Hill Companies, 2005. - 697, [34] p. 3. Сейфуллаева М.Э. Международный маркетинг: Учебник для студентов вузов.- М.:ЮНИТИ-ДАНА, 2004 	
Study course supplementary literature:	
<ol style="list-style-type: none"> 1. Praude V. Mārketinga komunikācijas. Teorija un prakse. 1. grāmata. - Rīga: Vaidelote, 2005. - 485 lpp.: 2. Praude V. Mārketinga komunikācijas. 2. grāmata. - Rīga: Vaidelote, 2006. - 455 lpp. 3. Philip R. Cateora. International Marketing. - 7th ed. - Richard D. IRWIN, Inc., 1990. - 870, [23] p. - (Gift). 4. Doole, I. International marketing strategy :analysis, development and implementation. - London: South-Western Cengage Learning, 2008. - 462 lpp. 5. Marketing Research an International Approach / Marcus J. Schmidt, Svend Hollensen. - Prentice Hall, 2006. - 613, [16] p. 	
Periodicals and other sources of information:	
<ol style="list-style-type: none"> 1. Žurnāls “Latvijas ekonomists” 2. Komersants Baltic & Nova Media 3. Avīze “Dienas bizness” 4. www.csb.gov.lv 5. http://ec.europa.eu/eurostat 	
During the study process changes and additions to the program and the list of references are possible	