



INTERNATIONAL MARKETING

Credit points	3 CP		
Duration of the course	6th semester		
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	The aim of the subject is 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.		
Study course results	Knowledge	Skills	Competences
	after successfully completing this study course, students <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. 	<ul style="list-style-type: none"> • can assess the company's place in the international market, see problems, contradictions, development and main influencing factors, • can use the acquired basic knowledge to evaluate the company's competitors and competitiveness in the international market, • can apply the knowledge gained in the program in different situations, working in a team or individually. 	<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 reasonably discuss in the development of the organization's international marketing strategy; • able to demonstrate the use of various international marketing communication tools, • 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 content	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 assessment:	Differentiated written assessment
Obligatory literature:	
1. International Marketing / Philip R. Cateora, John L. Graham. - 12th ed. - McGraw-Hill Companies, 2005. - 697, [34] p.	
Additional reading:	
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 p.	
5. Marketing Research an International Approach / Marcus J. Schmidt, Svend Hollensen. - Prentice Hall, 2006. - 613, [16] p.	
Other sources of information:	
1. "Latvian Economist" magazine	
2. Merchant Baltic & Nova Media	
3. Newspaper "Dienas biznes"	
4. www.csb.gov.lv	
5. http://ec.europa.eu/eurostat	
Changes and additions to the program and literature list are possible during the study process	