18th International Project Week 2016
25th – 29th April 2016

Lecturer: Maria Rybalko

University/Company: Lomonosov Moscow State University

Country: Russian Federation

International Marketing-Management

Content:
1. Environment: economic, legal, cultural
2. Strategic planning: international aspects
3. Research
4. Market entry and expansion
5. Product adaptation
6. Export pricing
7. Marketing communication
8. Global distribution
9. International marketing and the future

Methods:
Demonstration-performance method, collaborative group work, problem-based learning, case study.

Competences and skills to be acquired:
On completion of the course the students will be able to:
- demonstrate the knowledge of the principles of international marketing in action;
- show the understanding of the international marketing environment and its difference from the domestic environment;
- demonstrate the knowledge of the methods, tools and techniques used in international marketing practice;
- know how to use the market information on all levels in an organization;
- analyse marketing problems from an international business perspective;
- conceptualize a market offer from the company’s and consumer’s perspective.

Prerequisites:
Knowledge in “Marketing-Management”/“Principles of Marketing”. Students should be able to conduct analysis of business situations and to deal with the relevant academic literature and papers.

Language of instruction: English

Recommended for: Economics