



SYLLABUS

Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study programme / Qualification	International Business Administration

2. Information regarding the course

2.1. Name of the course	International Marketing						
2.2. Code	IME0010						
2.3. Course coordinator	Prof.univ.dr. Smaranda Adina Cosma						
2.4. Seminar coordinator	Prof.univ.dr. Smaranda Adina Cosma						
2.5. Year of study	I	2.6. Semester	II	2.7. Type of evaluation	E	2.8. Type of course	Required

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					30
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					38
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours		108			
3.8. Total hours per semester		150			
3.9. Number of ECTS credits		6			

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	Principles of Marketing



5. Conditions (if necessary)

5.1. for the course	Classroom equipped with computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> C2. Higher ability to substantiate and assess strategies and decision alternatives, as well as their selection and implementation in business administration at international level/ within multinational corporations C3. Ability to adapt dynamically to changes emerging in both national and international business settings by an appropriate and flexible use of the information available
Transversal competencies	CT1. Promoting the principles, norms and values of professional ethics in conditions of professional autonomy and independence.

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	Understanding marketing activities in the international environment.
7.2. Specific objective of the course	Learning of following aspects of organizations in international markets: general concepts about the internationalization of business and necessary approach for transition from the national organization to international organization, the essence and particularities of international marketing, international marketing environment elements, the role and place of competitive analysis in international marketing environment, aspects related to processing information about foreign markets, mechanism of international marketing strategy development, international marketing mix structure.

8. Content

8.1. Course		Teaching Method	Remarks
1	<i>What is international marketing?</i> Concepts and Importance of International Marketing	Interactive exposure, multimedia (video projector), exemplification	One lecture
2	Levels of International Marketing	Interactive exposure, multimedia (video projector), exemplification	One lecture
3	Drivers of International Marketing Obstacles to Internationalization	Interactive exposure, multimedia (video projector), exemplification	One lecture
4	<i>International Marketing Environment</i> Main factors of international marketing environment	Interactive exposure, multimedia (video projector), exemplification	One lecture



5	International Trade: Barriers and Facilitators	Interactive exposure, multimedia (video projector), exemplification	One lecture
6	The International Marketing Planning International Marketing Planning Process	Interactive exposure, multimedia (video projector), exemplification	One lecture
7	International Marketing Research Coverage of research in international marketing. Research process in the international environment. International marketing research typology	Interactive exposure, multimedia (video projector), exemplification	One lecture
8	Customer and competitor audit in international environment	Interactive exposure, multimedia (video projector), exemplification	One lecture
9	Entry Mode Selection. Strategic alternatives for penetrating international markets: export	Interactive exposure, multimedia (video projector), exemplification	One lecture
10	Strategic alternatives for penetrating international markets: license	Interactive exposure, multimedia (video projector), exemplification	One lecture
11	Strategic alternatives for penetrating international markets: joint venture	Interactive exposure, multimedia (video projector), exemplification	One lecture
12	Strategic alternatives for penetrating international markets: direct investment Research in international marketing -	Interactive exposure, multimedia (video projector), exemplification	One lecture
13	The International Marketing mix International Product Strategy International Pricing Strategy	Interactive exposure, multimedia (video projector), exemplification	One lecture
14	Managing International Distribution Operations and Logistics The International Promotional Mix	Interactive exposure, multimedia (video projector), exemplification	One lecture
Bibliography		<p>Required Literature:</p> <ol style="list-style-type: none"> 1. Albaum, Gerald, <i>International Marketing & Export Management</i>, 8th Edition, Pearson Education, 2016. 2. Cateora, P.R., Gilly, M.C., Graham, J.L., <i>International Marketing</i>, 15th edition, McGraw-Hill Publishing Company, 2011. 3. Cosma, S., <i>Promovarea în marketingul internațional</i>, Editura Alma Mater, Cluj-Napoca, 2006. 4. Doole, I., Lowe, R., Kenyon, A., <i>International Marketing Strategy: Analysis, Development and Implementation</i>, 8th edition, Cengage Learning EMEA, 2019. 5. Hollensen, S., <i>Global Marketing</i>, 8th Edition, Pearson, 2021. 6. Green, M.C., Keegan, W.J., <i>Global Marketing</i>, Global Edition, 10th Edition, Pearson, 2020. 7. Lascu, D., Hiller, G., <i>International Marketing</i>, 6th edition, Textbook Media, 2019. 8. McDonald, Malcolm, Wilson, Hugh, <i>Marketing Plans: How to prepare them, how to profit from them</i>, 8th Edition, Wiley, 2016. 	



8.2. Seminar/laboratory		Teaching Method	Remarks
1	Responsibilities during the semester	Interactive exposure, multimedia (video projector), exemplification	One seminar
2	Case study debate	Debate and discussions	One seminar
3	Case study debate	Debate and discussions	One seminar
4	Case study debate Evaluation	Debate and discussions	One seminar
5	Case study debate Evaluation	Debate and discussions	One seminar
6	Case study debate Evaluation	Debate and discussions	One seminar
7	Case study debate Evaluation	Debate and discussions	One seminar
8	Case study debate Evaluation	Debate and discussions	One seminar
9	Case study debate Evaluation	Debate and discussions	One seminar
10	Case study debate Evaluation	Debate and discussions	One seminar
11	Case study debate Evaluation	Debate and discussions	One seminar
12	Case study debate Evaluation	Debate and discussions	One seminar
13	Case study debate Evaluation	Debate and discussions	One seminar
14	Individual portfolio analysis	Discussions	One seminar
Bibliography		<p>Required Literature:</p> <ol style="list-style-type: none"> 1. Albaum, Gerald, <i>International Marketing & Export Management</i>, 8th Edition, Pearson Education, 2016. 2. Cateora, P.R., Gilly, M.C., Graham, J.L., <i>International Marketing</i>, 15th edition, McGraw-Hill Publishing Company, 2011. 3. Cosma, S., <i>Promovarea în marketingul internațional</i>, Editura Alma Mater, Cluj-Napoca, 2006. 4. Doole, I., Lowe, R., Kenyon, A., <i>International Marketing Strategy: Analysis, Development and Implementation</i>, 8th edition, Cengage Learning EMEA, 2019. 5. Hollensen, S., <i>Global Marketing</i>, 8th Edition, Pearson, 2021. 6. Green, M.C., Keegan, W.J., <i>Global Marketing</i>, Global Edition, 10th Edition, Pearson, 2020. 7. Lascu, D., Hiller, G., <i>International Marketing</i>, 6th edition, Textbook Media, 2019. 8. McDonald, Malcolm, Wilson, Hugh, <i>Marketing Plans: How to prepare them, how to profit from them</i>, 8th Edition, Wiley, 2016. 	



9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

10. Evaluation

- The evaluation method will remain the same for the exam in the re-examination session.
- To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score for the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percentage of final mark
10.4 Course	<ul style="list-style-type: none">• Understanding and leaning the specialized concepts;• Correct use of specialized knowledge;• Consistency logical thinking.	Final exam written	50%
10.5 Seminar/lab activities	<ul style="list-style-type: none">• Ability to apply the learned specialized concepts;• Creativity;• Ability to work in team.	Portfolio of case studies given to be resolved – Preparing answers in groups for 10 case studies in seminars 4-13	50%
Note: the weight of the components in the final grade remains unchanged in the re-examination session			
10.6. Minimum performance standards			
<ul style="list-style-type: none">• knowing the fundamental concepts who were taught• appropriate use and application of specialized concepts			

Date

Course coordinator

Seminar coordinator

29.09.2023

Prof.dr. Smaranda Adina Cosma

Prof.dr. Smaranda Adina Cosma

Date of approval

Head of department

11.10.2023

Conf.dr. Marius Bota



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