



**SYLLABUS**  
**International marketing**  
Academic year 2025-2026

**1. Information regarding the program**

1.1. Higher education institution	Universitatea Babeș Bolyai
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/Master
1.7. Form of education	Full time

**2. Information regarding the discipline**

2.1. Name of the discipline		International marketing				Discipline code		IME0010			
2.2. Course coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.3. Seminar coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.4. Year of study		I	2.5. Semester		2	2.6. Type of evaluation		E	2.7. Discipline regime		mandatory

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	of which: 3.5 course	28	3.6 seminar/laborator	14
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					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
<b>3.7. Total individual study hours</b>					<b>108</b>
<b>3.8. Total hours per semester</b>					<b>150</b>
<b>3.9. Number of ECTS credits</b>					<b>6</b>

**4. Prerequisites (if necessary)**

4.1. curriculum	
4.2. competencies	

**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



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• 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</li><li>• 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</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>• CT1 Use of professional ethics standards and values specific to the field of hospitality and tourism</li></ul>

### 6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the microenvironment and the macro environment of marketing.</p> <ul style="list-style-type: none"><li>• The student researches and understands the needs and expectations of customers regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.</li><li>• The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.</li><li>• The student pertinently identifies the particularities of marketing strategies specific to organizations operating on international markets.</li></ul>
Skills	<p>The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none"><li>• The student conducts research and analysis on external factors that influence business, such as consumers, market position, competitors, and the political environment.</li><li>• The student demonstrates the ability to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.</li><li>• The student demonstrates the ability to operationalize product, price, distribution and communication strategies within business organizations.</li></ul>
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none"><li>• The student demonstrates the ability to develop proposals and make appropriate decisions, considering economic criteria.</li><li>• The student establishes a positive, long-term relationship between organisations and third-party stakeholders, such as suppliers, distributors, shareholders and other stakeholders, in order to provide them with information about the organisation and its objectives.</li></ul>

### 7. Objectives of the discipline (outcome of the acquired competencies)



<b>7.1 General objective of the discipline</b>	The objective of the course is to understand marketing activities in the international environment.
<b>7.2 Specific objective of the discipline</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
<b><i>What is international marketing?</i></b> Concepts and Importance of International Marketing	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Levels of International Marketing	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Drivers of International Marketing Obstacles to Internationalization	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
<b><i>International Marketing Environment</i></b> Main factors of international marketing environment	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
International Trade: Barriers and Facilitators	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
<b><i>The International Marketing Planning</i></b> International Marketing Planning Process	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
International Marketing Research Coverage of research in international marketing. Research process in the international environment. International marketing research typology	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Customer and competitor audit in international environment	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Entry Mode Selection. Strategic alternatives for penetrating international markets: export	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Strategic alternatives for penetrating international markets: license	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Strategic alternatives for penetrating international markets: joint venture	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
Strategic alternatives for penetrating international markets: direct investment Research in international marketing -	Oral presentation, multimedia, exemplification	One lecture (two hours/week)
<b><i>The International Marketing mix</i></b> International Product Strategy International Pricing Strategy	Oral presentation, multimedia, exemplification	One lecture (two hours/week)



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



8. McDonald, Malcolm, Wilson, Hugh, Marketing Plans: How to prepare them, how to profit from them, 8th Edition, Wiley, 2016.

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



The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

**10. Evaluation**

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none"><li>• Understanding and learning the specialized concepts;</li><li>• Correct use of specialized knowledge;</li><li>• Consistent logical thinking.</li></ul>	Final examination (exam period)	50%
10.5 Seminar/laboratory	<ul style="list-style-type: none"><li>• Ability to apply the learned specialized concepts;</li><li>• Creativity;</li><li>• Ability to work in team.</li></ul>	Preparing answers in groups for 10 case studies (to be carried out and evaluated during the semester)	50%
10.6 Minimum standard of performance			
To obtain a grade of 5 it is necessary: <ul style="list-style-type: none"><li>• To know the fundamental concepts who were taught;</li><li>• To appropriate use and apply specialized concepts.</li></ul>			

**11. Labels ODD (Sustainable Development Goals)**

	General label for Sustainable Development							
								

Date:  
30.03.2025

Signature of course coordinator  
Prof.univ.dr. Smaranda Adina COSMA

Signature of seminar coordinator  
Prof.univ.dr. Smaranda Adina COSMA



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**BUSINESS**  
IN PARTNERSHIP

**Date of approval:**  
**10.04.2025**

**Signature of the head of department**  
**Assoc. prof. dr. Marius BOTA**