



COURSE DESCRIPTION

International Marketing

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Universitatea Babeș Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree 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			Codul disciplinei	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 assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Core subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	42	of which: 3.5. course	28	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					30
Additional research in the library, on subject-specific electronic platforms, and on-site					30
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					38
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				108	
3.8. Total hours per semester				150	
3.9. Number of credits				6	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with computer and projector
5.2. seminar/laboratory-related	Classroom equipped with computer and projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC2	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.
PC3	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	
Competency code	Competency
TC1	Accomplishment of professional tasks in an autonomous and responsible manner, in compliance with business ethics.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC2 PC3 TC1	1. The graduate has in-depth knowledge of micro- and macro-marketing components, as well as regarding their implications.	1. The graduate demonstrates an advanced ability to identify, analyse, and implement solutions for the business to adapt to the specific elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The student/graduate explains the concepts, importance, drivers and barriers of international marketing.
2. The student/graduate describes the main factors shaping the international marketing environment and international trade.
3. The student/graduate explains the international marketing planning and research processes.
4. The student/graduate distinguishes between market entry modes and international marketing mix strategies.
Specific academic skills
1. The student/graduate analyses international markets, customers and competitors.
2. The student/graduate conducts international marketing research to support decision-making.
3. The student/graduate evaluates and selects appropriate foreign market entry modes.
4. The student/graduate develops an international marketing mix adapted to selected foreign markets.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
<i>What is international marketing?</i> 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)
<i>International Marketing Environment</i> 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)
<i>The International Marketing Planning</i> 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)
<i>The International Marketing mix</i> 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)
Bibliography		
1. Albaumb, Gerald, International Marketing & Export Management, 8th Edition, Pearson Education, 2016. 2. Cateora, P.R., Gilly, M.C., Graham, J.L., International Marketing, 15th edition, McGraw-Hill Publishing Company, 2011. 3. Cosma, S., Promovarea în marketingul internațional, Editura Alma Mater, Cluj-Napoca, 2006. 4. Doole, I., Lowe, R., Kenyon, A., International Marketing Strategy: Analysis, Development and Implementation, 8th edition, Cengage Learning EMEA, 2019. 5. Hollensen, S., Global Marketing, 8th Edition, Pearson, 2021. 6. Green, M.C., Keegan, W.J., Global Marketing, Global Edition, 10th Edition, Pearson, 2020. 7. Lascu, D., Hiller, G., International Marketing, 6th edition, Textbook Media, 2019. 8. McDonald, Malcolm, Wilson, Hugh, Marketing Plans: How to prepare them, how to profit from them, 8th Edition, Wiley, 2016.		
8.2. Seminar/ laboratory	Teaching and learning methods	Remarks
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)

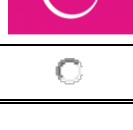
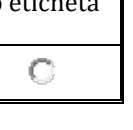
Case study debate	Debate and discussions	One seminar (two hours/week)
Case study debate Evaluation	Debate and discussions	One seminar (two hours/week)
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Individual portfolio analysis	Discussions	One seminar (two hours/week)
Bibliography		
1. Albaum, Gerald, International Marketing & Export Management, 8th Edition, Pearson Education, 2016. 2. Cateora, P.R., Gilly, M.C., Graham, J.L., International Marketing, 15th edition, McGraw-Hill Publishing Company, 2011. 3. Cosma, S., Promovarea în marketingul internațional, Editura Alma Mater, Cluj-Napoca, 2006. 4. Doole, I., Lowe, R., Kenyon, A., International Marketing Strategy: Analysis, Development and Implementation, 8th edition, Cengage Learning EMEA, 2019. 5. Hollensen, S., Global Marketing, 8th Edition, Pearson, 2021. 6. Green, M.C., Keegan, W.J., Global Marketing, Global Edition, 10th Edition, Pearson, 2020. 7. Lascu, D., Hiller, G., International Marketing, 6th edition, Textbook Media, 2019. 8. McDonald, Malcolm, Wilson, Hugh, Marketing Plans: How to prepare them, how to profit from them, 8th Edition, Wiley, 2016.		

9. 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	• Understanding and learning the specialized concepts; • Correct use of specialized knowledge; • Consistent logical thinking.	Final examination (exam period)	50%
9.5. Seminar/ laboratory	• Ability to apply the learned specialized concepts; • Creativity; • Ability to work in team.	Preparing answers in groups for 10 case studies (to be carried out and evaluated during the semester)	50%
9.6 Minimum standard for passing			
To obtain a grade of 5 it is necessary: • To know the fundamental concepts who were taught; • To appropriate use and apply specialized concepts.			

10. SDG labels (Sustainable Development Goals)¹

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.2026

Signature of course coordinator

Prof.univ.dr. Smaranda Adina COSMA PhD

Signature of seminar coordinator

Prof.univ.dr. Smaranda Adina COSMA

Date of approval in the department:

27.05.2026

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."