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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | Faculty of Economics | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Business Management** | | |
| Study Module (if applicable) | | | | Tourism Management | | |
| Course title | | | | International Marketing | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Fourth | | |
| Number of ECTS allocated | | | | 7 | | |
| Name of lecturer/lecturers | | | | Goran Milovanović | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *To provide the students with the basic theoretical knowledge about logic, motives, and goals of international marketing activities. Based on the analysis of marketing experience of the selected companies, the course will enable students to independently create and implement the most promising marketing programs for foreign markets.*  *Having attended classes and taken exams, students will be able to: a) identify business-relevant dimensions of different types of environments, b) implement the strategy of the internationalization of business based on marketing concepts, v) develop marketing programs that will enable companies in the Republic of Serbia to successfully meet the requirements of local and international environments.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| *Conceptual, functional, and subject differences between international trade and international marketing; market globalization; the impact of culture on international marketing; foreign market research techniques; selection, clustering, filtering and comparative analysis of international markets; variants of international market expansion; variants of entering and operating on foreign markets; analysis of business effects of certain entry strategies; quality, design, packaging and labeling of products in international marketing; an international life cycle and strategic product positioning; determinants of price in international marketing; escalation of export prices; discriminatory and unfair forms of price in international marketing; transfer prices and peculiar pricing arrangements in international marketing; personal selling and sales promotion in international marketing; international fairs and exhibitions, sponsorship, public relations, advertising and public promotion, management of international competitive advantage; internationally competitive positioning and differentiation; international branding of destinations and countries; international relational and direct marketing; international and global perspective of Internet marketing* | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **10** | | **Written examination** | | |  |
| **Practical teaching** | **5** | | **Oral examination** | | | **50** |
| **Teaching colloquia** | **35** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |