

(Table 5.2) Course unit description

Study program: Business economics and management, Economics			
Type and level of studies: Undergraduate studies			
Course unit: International Marketing			
Teacher in charge: Srdjan Šapić, PhD			
Language of instruction: English			
ECTS: 7			
Prerequisites: /			
Semester: Winter Semester			
Course unit objective: Course International marketing has a special, significant place and role in the overall education of students of economics. Students are trained to perform various jobs in the field of management and business, or for continuing education at higher levels of studies. Introducing students with the content of international marketing discipline is the main objective of the International Marketing course. Recognizing and adopting the basic assumptions and principles of successful marketing and international business, based on the experience of internationally affiliated companies and successful exporters, is a useful approach for domestic companies in overcoming certain elements of their international marketing myopia.			
Learning outcomes of Course unit After mastering the subject and acquiring certain knowledge in the subject of International marketing, the overall competencies in this area are increased. Different theoretical concepts taught in this discipline aim to provide the appropriate knowledge and skills to solve complex international business and marketing problems. By studying this course, students acquire the appropriate knowledge and skills that are necessary for understanding the role of international marketing, especially in the following areas: decision making in internationalization, research of international marketing environment, strategies of companies in selected international markets, definition, implementation and control of international marketing program.			
Course unit contents Theory teaching: Bearing in mind the educational goal and expected outcomes, the structure of the international marketing course consists of the following seven parts: Basic dimensions of international marketing, Internationalization decision making, International marketing environment research, Strategies of companies in selected international markets, Defining the appropriate international marketing program, Implementation and control of international marketing program, Some current issues of international marketing Practical classes: Exercises, Other forms of teaching, Study research work Active presence and participation in classes of lectures and exercises, Two colloquiums, Preparation of practical seminar work and its oral presentation, Group activities of students - business case analysis			
Literature Czinkota, M., Ronkainen, I. (2002). <i>International Marketing</i> , South Western Publishing, Cincinnati			
Number of active teaching hours			Other classes
Lectures 45 (15x3)	Practice 30 (15x2)	Other forms of classes	
Teaching methods			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	Oral examination	30

practical classes/tests	20+20		
Seminars/homework	20		
Project			
Other			
Grading System			
Grade	Bo. Of Points:	Description	
10	91-100	Excellent	
9	81-90	Exceptionally good	
8	71-80	Very good	
7	61-70	Good	
6	51-60	Passing	
5	0-50	Failing	