

|                         |   |
|-------------------------|---|
| <b>Course Code</b>      | <b>International Marketing Strategies</b><br>UNYP 20329 |
| <b>Level</b>            | Upper-level course in a Bachelor's degree program       |
| <b>Credits</b>          | 3 semester credits / 6 ECTS                             |
| <b>Pre-requisite(s)</b> | C- or better in Marketing                               |

|                                 |           |
|---------------------------------|-----------|
| <b>Scheduled meetings</b>       | 45 hours  |
| <b>Average preparation time</b> | 105 hours |
| <b>Total student work time</b>  | 150 hours |

**Description** The aim of this course is to familiarize the student with the major issues involved in the development and implementation of global marketing strategies. At the end of this course the student will be able to conduct marketing and business in the dynamic international arena.

**Learning outcomes** Upon successfully completing this course, the student will be able to:

- understand the relationship between marketing strategy and business, within the global context;
- understand the evolution of international marketing, including how marketing actions have an impact on global strategies;
- explain the social-cultural forces that determine the "playing field" of international marketing;
- explain the role of culture in cross cultural communication and negotiation;
- recognize the various responses to particular competitive threats and opportunities in a global marketing.

**Study literature** International Marketing. 11th ed. 2002 by Cateora, Philip R.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.