

Tárgytematika / Course Description

International marketing (BSc)

NGB_SV117_1

Tárgyfelelős neve /
Teacher's name: Gombos Szandra

Félév / Semester: 2019/20/2

Beszámolási forma /
Assesment: Vizsga

Tárgy heti óraszám /
Teaching hours(week): 2/2/0

Tárgy féléves óraszám /
Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

1. Course description:

This course introduces students to fundamentals of international and cross-cultural marketing and its implications. It helps students to better understand the cross-cultural and international approach by comparing national marketing systems and local commercial practice in various countries.

2. Aims, objectives of the course:

After the course students will be able to take part in the decision making process of an international corporate marketing strategy and express their opinion about the issues and challenges inherent in cultural differences. The main goal of the course is to make them understand the role of cultural differences in communication and marketing strategies.

TANTÁRGY TARTALMA / DESCRIPTION

Week 1	Introduction, Basic notions in international marketing
Week 2	Geographical, legal and political environment
Week 3	Cultural environment
Week 4	International and cross-cultural business practice
Week 5	Culture and consumption, cross-cultural consumer behaviour
Week 6	Market entry strategies
Week 7	International marketing research
Week 8	Global marketing strategy
Week 9	Product decisions
Week 10	Price decisions
Week 11	Distribution decisions
Week 12	Communication decisions
Week 13	Green marketing

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD**Assignments:**

Minimal requirements of the course: attendance of the seminars, active participation in the project work and submission of the project work,

Exam

Assignments 50%

Project work: 50%

Endterm test 50%

Assessment/Grading:

0-50% insufficient

51-65% sufficient

66-80% adequate/satisfactory

81-90% good

91-100% excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**Obligatory reading/material**

Compulsory readings:

Hollensen, Svend: Global Marketing. Prentice Hall, 2011.

Usunier, Jean-Claude – Lee, Julie Ann: Marketing across Cultures. Prentice Hall, 2009.

Recommended reading:

Bradley, Frank: International Marketing Strategy, Prentice Hall, 2005.