



Course syllabus

Marketing research of foreign markets

The degree of higher education is a bachelor's degree

Field of knowledge - 07 "Management and administration"

Specialty - 073 "Management"

Educational and scientific program - "International Management"

Year of study: I, Semester: II

Discipline of free choice

Number of ECTS credits: 5

Teaching language: English

Course teacher

Bratko Oleksandr Semenivna

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Course teacher

Sokhatskyi Oleksandr Yuriyovych

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Discipline description

The goal of the course is the formation of a system idea about the information support of the process of making management decisions when working in foreign markets.

The task is to deepen professional competence in researching and monitoring the conjuncture of world markets, assessing the state of the international environment.

In the process of studying the course through interactive methods, students will develop:

Knowledge: from the levels of making marketing decisions and marketing strategies when working in foreign markets; the process of marketing research planning in the company, indicators of the effectiveness of marketing research.

Ability: to systematize and process empirical information, identify a marketing problem and research goal; to carry out a marketing analysis of the collected data and conduct a marketing audit of the company's activities.

Learning outcomes. The study of the discipline will contribute to students' understanding of the peculiarities of the international marketing activities of enterprises, in the ability to apply certain marketing tools in order to achieve the desired results on the market.

Course structure

Topic	Learning outcomes	Control measures
1 Changes in the marketing environment as a source of problems when working in foreign markets. The process of marketing research of foreign markets.	Skills of assessing the impact of the macro environment on the operation of the company in the foreign market; the ability to find and evaluate new market opportunities and formulate a business idea.	Case, tests
2. Types of marketing research of foreign markets	Ability to analyze socially significant problems and processes; critical analysis when choosing the type of research.	Practical task
3. Defining the purpose of marketing research	Skills of participation in the development of a marketing strategy and measures aimed at its implementation	Case
4. Secondary and primary sources of information. Methods of processing, analysis and use of secondary information	Master the skills of collecting secondary information, perform a comparative analysis of statistical indicators characterizing the research problem.	Current survey
5. Planning the collection of primary marketing information.	Be able to determine the general population, design a sample population.	Practical task
6. Qualitative methods of information collection	Master the skills of gathering expert opinion; organization of focus groups and in-depth interviews.	Case, tests
7. Qualitative methods of collecting primary marketing information	Evaluate the possibilities of conducting a survey in foreign markets; develop a questionnaire, use special computer programs for research.	Current survey, tests
8. Analysis of collected data. Preparation of a report on marketing research	Use methods of regression and correlation analysis to evaluate the obtained data; to visualize for the decision maker.	Practical task

Literature

1. Baack D., Czarnecka B., Baack D. International Marketing, 2nd ed. Sage Publications Ltd, 2018. 632 p.
2. Christopher L Myers International Marketing: Winning in the New Global Economy. Cognella Academic Publishing, 2021. 162 p.
3. Daniel W. Baack, Barbara Czarnecka, Donald Baack. International Marketing. Second Edition. SAGE Publications Ltd. 2018. 672 p.
4. Michael R. Czinkota, Ilkka A. Ronkainen, Annie Cui. International Marketing 11th Edition - Cengage Learning, 2022. 720 p.
5. Philip R. Cateora, John Graham, Mary C. Gilly. International Student Edition of International Marketing 18th edition - McGraw-Hill Interamericana de España S.L., 2021. 1440 p.
6. Wendy MacKenzie Pease. The Language of Global Marketing: Translate Your Domestic Strategies into International Sales and Profits. Rapport International LLC, 2021. 200 p.

Assessment Policy

Deadline and retake policy: Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).

Academic Integrity Policy: write-offs during control work are prohibited (including using mobile devices).

Visiting policy: Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Assessment

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3
30%	40%	30%
1. Survey during classes (testing) (1-4 topics) – max. 30 points 2. Modular control work - max. 70 points	1. Surveys during (testing, problem solving) in classes (5-8 topics) – max. 30 points 2. Modular control work – max. 70 points	1. Preparation CPIT – max.30 points 2. Defence CPIT – max. 30 points 3. Participation in trainings - max. 40 points

Student evaluation scale:

ECTS	Points	Content
A	90-100	perfectly
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course