

Faculty of International Economics and Administration
Department: Administration and Management
Professional area: Administration and Management
Major: Public Administration and Management – European Administration
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: European Marketing
2. Course unit code: MAR 3002
3. Type of course unit: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Prof. Loretta Parashkevova PhD, Prof. D.Sc. Lilia Valcheva Karakasheva
9. Learning outcomes of the course unit: This discipline is a logical continuation of the specialized practical preparation of the postgraduates. It provides knowledge and skills to carry out successful marketing in international business environment in terms of EU membership.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: postgraduates are required to have knowledge of Fundamentals of Management, Marketing, International Economics, etc.
12. Course contents: The course “European Marketing” expands and enhance the knowledge of the essential characteristics of marketing in specific international market conditions, the methods, forms and tools for effective penetration and establishment of overseas markets. Particular attention is paid to strategic marketing solutions for permanent presence on international markets in a modern business environment.
13. Recommended or required reading:
 - Каракашева, Л. Международен маркетинг, С., Призма, 2007 г.
 - Ландреви, Ж. и кол., Теория и практика на маркетинга, МЦФЕР, 2007.
 - Младенова, Г. и кол. Основи на маркетинга, Планета, 2009.
 - Портър, Е.М., Конкурентна стратегия: Техники за анализ на индустрии и конкуренти, Класика и стил; 2009;
 - Стиглиц, Дж. Свободно падане - Америка, свободните пазари, кризата и виновните за нея, ИнфоДАР, Класика и стил; 2010.
14. Planned learning activities and teaching methods: lectures, presentations and seminars
15. Assessment methods and criteria: tests covering all course materials, assessed by using the following scale: 41% correct answers - Satisfactory 3.00, respectively over half a unit to Excellent 6.00. The tests have closed and open questions. The closed ones can involve more than one correct answer. The compulsory presentation of project assignments involves 30% of the final grade. Students have the opportunity to submit their task assignment on the Internet and make improvements recommended by the instructor before the examination.
16. Language of instruction: Bulgarian
17. Work placement: none