

Faculty of International Economics and Administration
Department: International Economics and Politics
Professional area: Economics
Major: Marketing
Inter-University Program: International Marketing
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: International Marketing
2. Course unit code: MAR 3025
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated:4.5
8. Name of lecturer(s): Assoc. Prof. Virzhinia Ivanova, PhD; Prof. D.Sc. Liliya Valcheva Karakasheva
9. Learning outcomes of the course unit: This discipline is a logical continuation of the students' specialized training, graduates in the field of International Economic Relations. It provides knowledge and skills to implement the successful realization of goods and services in terms of international business environment
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: very good knowledge of Fundamentals of Management, , Marketing, International Economics, Corporate International Business.
12. Course contents: The course expands and enriches their knowledge about the essential character of marketing in the specific conditions of the international market, the methods, forms and instruments for penetrating and effective settling on foreign markets. Particular attention is paid to strategic marketing solutions for permanent presence on international markets.
13. Recommended or required reading:
 1. Каракашева, Л. Международен маркетинг, С., Призма, 2007 г.
 2. Ландреви, Ж. и кол., Теория и практика на маркетинга, МЦФЕР, 2007.
 3. Младенова, Г. и кол. Основи на маркетинга, Планета, 2009.
 4. Портър, Е.М., Конкурентна стратегия: Техники за анализ на индустрии и конкуренти, Класика и стил; 2009;
 5. Стилглиц, Дж. Свободно падане - Америка, свободните пазари, кризата и виновните за нея, ИнфоДАР, Класика и стил; 2010.
14. Planned learning activities and teaching methods: lectures and presentations.
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 gives 30% of the final grade. The 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(s): none.