

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: Strategic Marketing and International Competitiveness
2. Course unit code: MAR 3029
3. Type of course: elective
4. Level of course unit: Master
5. Year of study: first, second
6. Semester: first, second, third
7. Number of ECTS credits allocated: 4,5
8. Name of lecturer(s): Assoc. Prof. Aleksandra Parashkevova, PhD; Assoc. Prof. Radka Ilieva, PhD
9. Learning outcomes of the course unit: The course aims students to master the technique of strategic marketing
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: students should have knowledge of Management, Sociology, Micro and Macroeconomics
12. Course contents: The course Strategic Marketing and International Competitiveness gives insight into the concepts of strategic marketing, the analysis of the types of markets and products, strategic marketing planning and corporate competitiveness.
13. Recommended or required reading:
 - Кръстева, Н.** Стратегически маркетинг / Невяна Стефанова Кръстева, Ива Петрова . - София : Парадигма, 2005 .
 - Багиев, Г.** Международный маркетинг : Учебник для вузов / Георгий Леонидович Багиев, Нина Константиновна Моисеева, Виталий Иванович Черенков . - 2. изд. . - Москва : Питер, 2008 .
14. Planned learning activities and teaching methods: lectures, independent work
15. Assessment methods and criteria: The final grade is formed by: continuous assessment - value 0.5; exam - value of 0.5. Students are informed about their current results of their individual and group tasks during lectures, seminars and contact hours. The current results are available in the teacher's profile in eSchool. The overall grade is reported during the exam. It is also available on the site of VFU in the section "Student Status" (<https://student.vfu.bg:8443/index.jsp>). Students can also e-mail the lecturer iparashkevova@gmail.com or call on the office or mobile phone numbers known through email and the university site content.
16. Language of instruction: Bulgarian.
17. Work placement(s): none.