

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: Distribution Policy of International Markets
2. Course unit code: POL 1121
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester: second
7. Number of ECTS credits allocated: 6
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 "Distribution Policy of International Markets" expands and enriches the knowledge of the essential characteristics of the methods and forms of distribution under specific international market conditions, the analysis and evaluation of the activities of marketing channels and marketing logistics of overseas 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. Стиглиц, Дж. Свободно падане - Америка, свободните пазари, кризата и виновните за нея, ИнфоДАР, Класика и стил; 2010.
14. Planned learning activities and teaching methods: The instruction in the course is by means of 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.