

Faculty of International Economics and Administration
Department of International Economics and Politics
Professional Area: 3.3 Political Science
Major: International relations
Educational-and-qualification degree: Bachelor

COURSE DESCRIPTION

1. Course unit title: International Marketing
2. Course unit code: MAR 1014
3. Type of course: compulsory
4. Level of course unit: Bachelor
5. Year of study: fourth
6. Semester when the course unit is delivered: seventh
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): Prof. Lilia Karakasheva, DSc.
9. Learning outcomes of the course unit: the course in International Marketing is a logical continuation of the specialized preparation with practical purpose of the students in International Relations in the field of marketing and international business. It provides knowledge and skills for the realization of successful marketing in international business environment.
of successful marketing under the conditions of an international business environment.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: very good knowledge of International Economics.
12. Course contents: the course in International Marketing develops and enriches the knowledge about the essential marketing characteristics under the specific conditions of the international market, the methods, forms and tools for penetration and efficient accommodation in foreign markets. Special attention is paid to the strategic marketing decisions for lasting accommodation in foreign markets in the contemporary business environment.
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: lectures, presentations, seminars.
15. Методи и критерии на оценяване: tests covering the entire curriculum material, evaluated in the attached schedule: 41% correct answers for Satisfactory 3.00, respectively, by halves to an Excellent 6.00. Tests have closed and open questions. The closed ones may have more than one correct answer. 20% of the results from the presented compulsory project assignments contribute to the final assessment; and so does student participation in seminars. Students have the opportunity to submit coursework over the Internet and make improvements recommended by the the lecturer before the examination.
16. Language of instruction: Bulgarian.
17. Work placement(s): none .