

Educational Institution  
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution

“Belarus State Economic University”

\_\_\_\_\_ V. Shutsilin

" \_\_\_ " \_\_\_\_\_ 2021 d.

Registration number № УД 4761-211 \_\_\_\_\_

**GLOBAL MARKETING**

The curriculum of the Educational Institution in the academic discipline for the speciality 1-26 80 05 “Marketing”

The curriculum is based on the curriculum for the specialty "Marketing", reg. 89MGR-21 of 26.02.2021

COMPILERS:

*Golik V. S.*, acting head of the Department of the Department of Marketing of the Educational Institution "Belarusian State University of Economics", Candidate of Economic Sciences, Associate Professor;

*E. V. Kudasova*, Assistant of the Department of Marketing of the Educational Institution "Belarus State Economic University"

REVIEWERS:

*D. F. Rutko*, Deputy Director for Research and Master's Degree Programs of the Institute of Management Personnel of the Academy of Management under the President of the Republic of Belarus, Candidate of Economic Sciences, Associate Professor;

*T. V. Bukhovets*, Associate Professor of the Department of National Economy and Public Administration of the Educational Institution "Belarus State Economic University", Candidate of Economic Sciences, Associate Professor.

RECOMMENDED FOR APPROVAL:

Department of Marketing of the Educational Institution "Belarus State Economic University"

(protocol no. 8 of 11.03.2021 ).

The Scientific and Methodological Council of the Educational Institution "Belarus State Economic University"

(protocol no. 4 of 22.04.2021 ).

## EXPLANATORY NOTE

The priority of the Republic of Belarus in the field of economy is the dynamic development of the international economic activity of national enterprises, aimed at increasing the competitiveness of domestic goods in foreign markets, increasing exports and diversifying sales markets.

In this context, the discipline "Global Marketing" is one of the main ones that form the necessary professional knowledge in the field of international marketing activities of enterprises for undergraduates. Its study gives undergraduates the necessary knowledge about the marketing strategies of companies in foreign markets, ways to promote products, modern trends and technologies in the field of marketing.

Therefore, the main goal of the discipline is to reveal the essence of global marketing and to instill in undergraduates knowledge, skills and abilities in the field of marketing methodology and their use in the practical activities of enterprises.

The key objectives of the discipline are to study: the concept of global marketing, the complex of global marketing, strategies for penetration into the world market.

The subject of the discipline "Global Marketing" is the definition of a complex of global marketing, development, implementation and control of effective marketing activities in foreign markets. Undergraduates should have an understanding of the problems and prospects in this field of activity.

The logic of the discipline is based on the study and practical use of analytical procedures that ensure the market orientation of the enterprise in the conditions of international competition.

The discipline "Global Marketing" is based on knowledge of the basics of marketing, management, higher mathematics and information technology.

The discipline "Global Marketing" is studied in the framework of the specialization "International Marketing".

As a result of studying the academic discipline "Global Marketing", the following competencies are formed: to know and be able to use the main tools of global marketing in practice (SC-1).

As a result of studying the discipline, the master's student must:

know the content of the company's marketing activities in foreign markets, the international marketing environment, and the global marketing complex;

be able to use the acquired knowledge in practical marketing activities;

possess the skills of research work in this area to form the ability to implement innovative methods and approaches in the practical activities of enterprises.

The form of education is full-time. In total, there are 102 hours in the discipline, of which 44 are classroom hours, including 14 hours of lectures, and 30 of practical classes.

The form of obtaining education by correspondence. A total of 102 hours in the discipline, including 12 hours in the classroom, including 4 hours of lectures, and 8 hours of practical classes. The form of control is an exam.

## **CONTENT OF THE TRAINING MATERIAL**

### **Topic 1. The essence of global marketing**

The essence, features and problems of the development of multinational and global marketing. Marketing opportunities of the company in foreign markets. Advantages and disadvantages of standardization and adaptation strategies.

### **Topic 2. Global marketing environment**

Content of the global marketing environment. Features of conducting primary and secondary market research on foreign markets. The use of Internet technologies in global marketing research.

### **Topic 3. Global market penetration strategies**

Ways to enter foreign markets: export, joint venture and direct investment. International franchising. Crowdfunding. Outsourcing. Internet channels for the distribution of goods and services to foreign markets. Components of Internet promotion for entering the global market.

### **Topic 4. Implementation of global marketing**

The content of the global marketing complex. The essence and features of global market segmentation. Criteria and features of segmentation. Universal (supranational) segments. Market niche and market window in global marketing.

Marketing information system in global marketing. Market selection in global marketing.

Competitiveness of the export product. Global product lifecycle. Double standardization. The degree of novelty of the product. Factors of success and failure of the new product.

Features of the development of distribution policy in global marketing. Complex of promotion of goods and services on the world market.

Organization and control of the implementation of the global marketing program.

**Educational and methodological map of the academic discipline "Global Marketing"  
for full-time higher education (English-language master's degree)**

Section number, topics	Title of the section, topic	Number of classroom hours							Other*	Form of knowledge control
		Lectures Practical	Practical classes	Seminars	Laboratory classes	Managed independent work				
						L	P/S	Lab		
1	The essence of global marketing	4	4						1-3	Report
2	Global marketing environment	2	2				6		1, 2, 4, 6, 7	Survey
3	Global market penetration strategies	0	0			2	4		2, 8, 9, 10, 11	Report
4	Implementing global marketing	0	10			4	4		2, 11, 12, 13, 14	Survey
	<b>Total hours</b>	<b>8</b>	<b>16</b>			<b>6</b>	<b>14</b>			<b>Exam</b>




## METHODOLOGICAL RECOMMENDATIONS FOR THE STUDY OF THE DISCIPLINE

In mastering the knowledge of an academic discipline, an important stage is the independent work of students. It is recommended to budget time for independent work on average 2-2.5 hours for a 2-hour classroom session.

The main directions of independent work of the student are:

- \* initially, a detailed introduction to the program of the discipline;
- \* familiarization with the list of recommended literature on the discipline as a whole and its sections, the availability of it in the library and other available sources, the study of the necessary literature on the topic, the selection of additional literature;
- \* study and expansion of the teacher's lecture material through special literature, consultations;
- \* preparation for practical and seminar classes according to specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic forms of control (tests, colloquiums, test papers, etc.);
- preparation for the exam.

**Protocol of approval of the curriculum for the studied academic discipline with other disciplines of the specialty**

Name of the discipline to be approved	Name of the department	Proposals for changes in the content of the curriculum for the discipline being studied	The decision made by the department that developed the curriculum(indicating the date and number of the protocol)
Marketing of an innovative project	Industrial Marketing and Communications	No comments or objections 	Protocol no. __, from _____



## LITERATURE

### Main:

1. Kotler, Ph. Marketing management / Ph. Kotler, K. Keller. Fifteenth Edition. – New Jersey: Pearson Education Limited, 2017. – 832 p.
2. Lane Keller, K. Strategic Brand Management: building, Measuring, and Managing Brand Equity / K. Lane Keller. Fifth Edition. – New Jersey: Pearson Education Limited, 2019. – 600 p.
3. Lasserre, Ph. Global Strategic Management / Ph. Lasserre. Fourth Edition. – London: Palgrave MacMillan, 2018. – 492 p.
4. Miller, D. Building a StoryBrand: Clarify Your Message So Customers Will Listen / D. Miller. – New York: HarperCollins Leadership, 2017. – 240 p.
5. Weeler, A. Designing Brand Identity: An Essential Guide for the Whole Branding Team / A. Weeler. Fifth Edition. – New Jersey: John Wiley & Sons, Inc, 2017. – 336 p.

### Additional information:

6. Andjelic, A. The Business of Aspiration / A. Andjelic. – Abingdon-on-Thames: Routledge, 2020. – 106 p.
7. Bertram, M. Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers / M. Bertram. – Ainsley & Allen Publishing, 2018. – 200 p.
8. Diehl, G.V. Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible / G.V. Diehl. – Identity Publications, 2017. – 274 p.
9. Geyrhalter, F. How to Launch a Brand (2nd Edition): Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming And Brand Identity / F. Geyrhalter. – Brandtro, 2016. – 122 p.
10. Hall, J. Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You / J. Hall. – New York: McGraw-Hill Education, 2017. – 208 p.
11. Johnson, M. Branding: In Five and a Half Steps / M. Johnson. – New York: Thames & Hudson, 2016. – 320 p.
12. Miller, J. Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand / J. Miller. – Toronto: Dundurn, 2015. – 216 p.