

Course syllabus

1. Core data

Course code	Credits	Semester
432_4320VTE	6	fall
Course title in English		
International Marketing		
Course title in Hungarian		
Nemzetközi Marketing		
Course title in other language		
Course leader	Institute	
Dr. Mucsi Attila	Marketing and Communication Sciences	
Course type	Type of final assessment	
Lecture + Seminar	Exam	
Language of instruction	Class schedule	
English	weekly	
Number of theoretical classes per week (full-time programs)	Number of practical classes per week (full-time programs)	
2	2	
Term when the course is announced/started		
beginning of the semester		

2. Main features

Course objectives
<p>The course addresses global issues and describes concepts relevant to all international marketers. An environmental/cultural approach to international marketing will be in the focus of the course. The course is designed to provide students with an understanding of the business development concepts in international marketing practices. It helps students appreciate the issues, problems, and challenges inherent in cultural differences and their effects on international marketing strategies.</p> <p>The objective of the course is to make students understand how the elements of the macro-environment influence the companies' marketing activities abroad. One of the main objectives is to understand the key characteristics of various country markets and how to develop marketing plans in diverse environments. Throughout the course, a variety of country markets in various regions of the world will be discussed and a variety of different types of products and services will be addressed.</p>
Brief description of the course
<p>The course is a combination of lectures and seminars. In some cases, the two will be combined. It provides the participants with the understanding of how to design, implement and control companies' international marketing activity as well as of how to elaborate an international marketing plan. The students will learn to assess the global market with respect to the cultural dynamics, the business customs, and practices, the political and the geographical environment.</p> <p>Within the framework of the course participants get acquainted with the basic international theories, concepts, and practices of international marketing. Classes are held through exercises that require creative solutions, seminars will tend to expand upon the written material presenting new perspectives and real-world illustrations, through case studies, and group discussions. Seminars will often cover practical subjects or discuss findings provided by participants.</p>

3. Learning outcomes

Skills	Knowledge	Attitudes	Autonomy and responsibility
Understanding the principles of international marketing. Understanding the connected sustainability, ethical and social considerations. Becomes able to assess the customer's journey in a global environment, to create a research plan and deliver a creative/digital marketing campaign based on a client brief.	Able to describe the ideal persona (target segment), understand customer needs, and able to work on marketing campaigns using industry best practices and metrics.	Understands the business, social responsibilities, and practices to build marketing campaigns in an efficient and ethical manner. Understands global marketing plans and how they help achieve the business goals of the company.	Open to teamwork and takes the responsibility for their own work. Makes ethical decisions that have the best overall influence on team performance. Able to present their work independently as well as a team.

4. Assessment system of the course

Method of assessment		
Class activity, Presentations and Tests & Exam		
Study activity	Minimum requirement for the course completion (if any)	Weighting of student activity in the final assessment (%)
Tests & Exam	min. 25 points	50%
Class activity	active participation	10%
Presentation	min. 20 points	40%

5. Compulsory readings

Compulsory reading
Lecture, PPT material

6. Recommended readings

Recommended reading
Keegan, W. J., & Green, M. C. Global marketing, Pearson, 2020, 10th ed. – or later edition

7. Thematic weekly schedule

Week no.	Brief description of topic
1	Macro, industry and micro-environment analysis
2	Cultural dynamics analysis
3	International competitor analysis
4	International STP process development
5	Customer persona and customer journey development
6	Test 1 (and the continuation of customer persona development)
7	Research insight summary
8	Global marketing campaign - client brief
9	International digital/creative campaign conceptualization
10	Test 2 (and the continuation of the campaign concepts)
11	International campaign execution (digital asset creation)
12	Final presentations – International marketing campaign

8. Class data

Course code	Course type	Lecturer(s)	Time and venue
432_4320VTE	Lecture	Dr. Mucsi Attila	TBA
432_4320VTE	Seminar	Dr. Mucsi Attila	TBA

9. Prerequisites and further information

Description of prerequisites and further information
n/a

10. Class participation

Active in-class discussions with thoughtful and timely contributions. Respectful professional conversations are encouraged where multiple angles may be considered, however the point is never to find the “absolute truth,” but to enhance your understanding. It is equally important to actively listen to others’ point of view, which is the best way of growth.

Each point is earned, not negotiated.

11. Plagiarism

All statements contained in any assignment or paper that are based upon ideas or words of another must be properly credited to the original author or source. Paraphrasing the ideas or words of another is acceptable so long as the original author or source is cited. Do not quote words or expressions from existing works verbatim without designating the passage as a quote and crediting the source. Any student who plagiarizes the work of any other person (such as author, professor, student, parent, friend) is committing academic dishonesty and misconduct.

ChatGPT may be used for idea generation, but not for final solutions. Since ChatGPT is rephrasing or reusing existing ideas without clearly traceable citations, its direct application falls under plagiarism for any class work submission.

Any student caught committing plagiarism will automatically fail the course.

12. Grade Conversion Table for Courses taught in English

Percentage achieved	Hungarian Grade	ECTS Grade	International Grade	Explanation
97-100	5	A	A+	Excellent
94-96	5	A	A	Excellent
90-93	5	A	A-	Excellent
87-89	5	B	B+	Excellent/Very good
84-86	4	C	B	Good
80-83	4	C	B-	Good
77-79	4	C	C+	Good
74-76	3	D	C	Satisfactory
70-73	3	D	C-	Satisfactory
67-69	3	D	D+	Satisfactory
64-66	2	D	D	Low pass/Sufficient
61-63	2	E	D-	Low pass/Sufficient
0-60	1	FX/F	F	Fail, 0 credit
	N		N	No grade received, 0 credit