

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/030AM/16	Course title: International Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course:	
Number of credits: 6	
Recommended semester:	
Educational level:	
Prerequisites:	
Recommended prerequisites: Marketing Management	
Course requirements: 40 % interim evaluation: - active attendance and development of case studies/assignments (in case of unjustified absence or unpreparedness to seminar - loss of 10 %), - group semester project – application of theoretical knowledge on selected organization – 20 %, - individually prepared semester work on selected and approved topic – 20 % 60 % final evaluation - exam – oral exam. Electronic communication and method of distribution of study materials is carried out by MS Teams application. The semester project is elaborated continuously at individual seminars, namely the assignment is always given one week in advance at the seminar. Students can work on the semester project in groups or individually. Semester project is handed out without the possibility of additional adjustments and additional exchanges. Semester work is complexly evaluated in terms of its quality. Semester work must be prepared and submitted at least one week before the first final test date. Semester work is handed without the possibility of additional adjustments and additional exchanges. Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After graduating, students will have the opportunity to learn more about business subjects in both the international and global market environments, define suitable strategies for entering these markets, and apply the marketing mix elements in an international context. The subject allows us to estimate and analyze the international environment, to determine the appropriate strategy for entering the international market, and to understand the application of the marketing mix elements in the context of the international environment.	
Class syllabus:	

1. International marketing—introduction to the issue. The role of digitization and social media in international marketing is also discussed.
2. International environment. The impact of crisis periods on the international environment.
3. International markets and international marketing research.
4. Entry strategies for foreign markets. Factors influencing the choice of strategy (e.g., size structure of the company, partnerships, etc.)
5. Market segmentation, target market selection, and positioning.
6. International marketing mix.
7. Product.
8. Brand.
9. Distribution.
10. Price.
11. Marketing communication and implementation of marketing communication strategies. Selected aspects of international marketing.
12. Implementation of marketing strategies. Selected aspects of international marketing.
13. Presentation of student projects.
14. Summary and repetition of topics covered during the semester

Recommended literature:

- [1] CZINKOTA, M. R. – RONKAINEN, I. A. – ZVOBGO, G. 2011. International Marketing. Hampshire: South-Western Cengage Learning, 2011. 592 p. ISBN 9781408009239
- [2] CATEORA, P. R. – GRAHAM, J. L. 2007. International Marketing. McGraw-Hill: Irwin Professional, 2007. 702 p. ISBN 978-0071105941
- [3] USUNIER, J. C. – LEE, J. A. 2005. Marketing Across Cultures. Harlow: Pearson Education Limited, 2005. 573 p. ISBN 9780273685296
- [4] HOLLESEN, S. 2007. Global Marketing: A Decision-Orientated Approach. Harlow: Financial Times Press, 2007. 714 p. ISBN 9780273706786
- [5] VADANA, I - et al. 2020. Digitalization of companies in international entrepreneurship and marketing. International Marketing Review, 2020, 37.3: 471-492.
- [6] FALAHAT, M., et al. SMEs internationalization: The role of product innovation, market intelligence, pricing and marketing communication capabilities as drivers of SMEs' international performance. Technological forecasting and social change, 2020, 152: 119908.
- [7] IPEK, I. The relevance of international marketing strategy to emerging-market exporting firms: from a systematic review towards a conceptual framework. International Marketing Review, 2021, 38.2: 205-248.
- [8] HARIYANA, N. - SYAHPUTRA, H. Marketing Mix Standardization and Adaptation Activity: Case Study. In: Proceedings of International Conference on Economics Business and Government Challenges. 2022. p. 337-342.
- [9] SAMIEE, S. 2020. International marketing and the internet: a research overview and the path forward", International Marketing Review, Vol. 37 No. 3, pp. 425-436. <https://doi.org/10.1108/IMR-03-2018-0120>
- [10] VISSAK, T. – FRANCIONI, B. – FREEMAN, S. Foreign market entries, exits and re-entries: The role of knowledge, network relationships and decision-making logic. International Business Review, 2020, 29.1: 101592.
- [11] BEH, A. – et al. Investigating the revised international marketing strategies during COVID-19 based on resources and capabilities of the firms: A mixed method approach. Journal of Business Research, 2023, 158: 113662.
- [12] CHO, H.E. –JEONG, I. – KIM, E. – CHO, J. 2023. Achieving superior performance in international markets: the roles of organizational agility and absorptive capacity, Journal

of Business & Industrial Marketing, Vol. 38 No. 4, pp. 736-750. <https://doi.org/10.1108/JBIM-09-2021-0425>

[13] KATSIKEAS, C. – LEONIDOU, L. – ZERITI, A. 2020. Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions, International Marketing Review, Vol. 37 No. 3, pp. 405-424. <https://doi.org/10.1108/IMR-02-2019-0080>

[14] GRAF, E. 2023. International marketing in times of sustainability and digitalization. Walter de Gruyter GmbH & Co KG.

[15] SHETH, J. N. 2020. Borderless Media: Rethinking International Marketing. Journal of International Marketing, 28(1), 3-12. <https://doi.org/10.1177/1069031X19897044>

[16] SOLBERG, C.A. – DURRIEU, F. 2023. Patterns of international marketing strategy, Journal of Business & Industrial Marketing, Vol. 38 No. 7, pp. 1532-1544. <https://doi.org/10.1108/JBIM-02-2022-0091>

[17] JUSTIN P – ERICK, M. 2020. Toward a 7-P framework for international marketing, Journal of Strategic Marketing, 28:8, 681-701, DOI: 10.1080/0965254X.2019.1569111

[18] BERNDT, R. – FANTAPIÉ ALTOBELLI, C. – SANDER, M. 2023. International Market Research. In: International Marketing Management. Springer Gabler, Berlin, Heidelberg. https://doi.org/10.1007/978-3-662-66800-9_4

[19] MUSA, I. – HAMKA, R. A. – ATIFAH, N. 2023 Development of Trends, Innovation and Effective Distribution Strategies in International Marketing. Journal Management & Economics Review (JUMPER). 1.1: 9-16.

[20] Marketing Science and Inspirations and Marketing&Media journals.

Regarding new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:

English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and knowledge*. Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject*. Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

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Past grade distribution
Total number of evaluated students: 217
Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.
Lecturers: Mgr. František Olšavský, PhD., prof. Mgr. Peter Štarchoň, PhD.
Last change: 14.04.2026
Approved by: