

## **SYLLABUS of International Marketing**

<b>Basic information</b>	
<b>Academic Unit:</b>	<b>Faculty of Economics - Marketing</b>
<b>Subject:</b>	<b>International Marketing</b>
<b>Degree:</b>	<b>Bachelor</b>
<b>Status of subject:</b>	<b>Obligatory</b>
<b>Year:</b>	<b>-III-</b>
<b>Hours per week:</b>	<b>2+1</b>
<b>Credits – ECTS:</b>	<b>5</b>
<b>Building:</b>	<b>Faculty of Economics</b>
<b>Professor:</b>	<b>Dr.sc.Visar Rrustemi</b>
<b>Contact information:</b>	<b>+ 377 44 18 99 18 ; +386 49 507 624</b>
<b>Content:</b>	
	The characteristics of international marketing-IM, the development of the discipline, the determinants of IM, implementation of IM within enterprises, international environment, evaluation of business environment, international marketing researches, different strategies entering into international markets, barriers entering to international markets; tariff and non-tariff barriers, expanding activities outside of national economy through exporting investments with capital and without capital also.
<b>Aims and Results:</b>	
	The major objectives of the course are to prepare students to develop knowledge about international markets' theories and make use of them in knowing to penetrate international markets. More specifically the course is designed to prepare students in understanding principles of international markets and activities under which new ventures are established, theory foreign processes and interaction with their international environment.
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<b>Link between theory and practise</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/Week</b>	<b>Total</b>
Lectures	2	15	30
Theoretical Exercises	1	15	15
Practical activities			
Consultation with the professor	1	10	10
Field reserach			
Seminars			
Homework	1	10	10
Studying time			35
Final preparation for exam	1	3	3
Time evaluation	1	2	2
Projects & Presentations	2	10	20
<b>Total</b>			<b>125</b>
<b>Teaching Methods:</b>			
	<p>On each class will be delivered a lecture discussing main theories. Students participating in this course are expected to be actively involved in seminars and tutorials in which have to discuss essay type questions. In addition, each student has to prepare one topic related to building by their own a distribution channel reflecting their understanding and criticism to current state of literature.</p>		
<b>Evaluation and Assessment</b>			
	<p>The student assessment is threefold; class participation in lectures and seminars (10%), successful preparation of essay questions for discussion and term paper (50%), and final exam (40%).</p>		
<b>Literature</b>			
<b>Basic literature:</b>	<p>a) Rrustemi, V: Marketingu Ndwrkombwtar b) Jakupi, A: Marketingu Ndwrkombwtar</p>		
<b>Other literature:</b>	<p>1. Kotler, Ph “International Marketing” New</p>		

	<p>York- USA 2010.</p> <p>2. Journal articles on “International Marketing” provided by library of George Washington University – DC.</p>
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<b>Detailed plan of teaching:</b>	
<b>Weeks</b>	<b>Presentation of syllabus</b>
<b>Week: 1</b>	<b>Introduction of International Marketing</b>
<b>Week: 2</b>	<b>Functions of International Marketing</b>
<b>Week: 3</b>	<b>Environment of International Marketing</b>
<b>Week: 4</b>	<b>Determinants of International Marketing</b>
<b>Week: 5</b>	<b>Stratetegies of International Marketing</b>
<b>Week: 6</b>	<b>Types of multinational companies</b>
<b>Week: 7</b>	<b>Entry strategies for MNC-s</b>
<b>Week: 8</b>	<b>Entry modes of MNC-s</b>
<b>Week: 9</b>	<b>Export Marketing</b>
<b>Week: 10</b>	<b>International Institutions</b>
<b>Week: 11</b>	<b>Globalisation</b>
<b>Week: 12</b>	<b>Dimensions of Globalisation</b>
<b>Week: 13</b>	<b>Presentation</b>
<b>Week: 14</b>	<b>Presentation</b>
<b>Week: 15</b>	<b>Presentation</b>

<b>Academis policies and behavioral rules:</b>
<p>Statute of Prishtina University</p> <p><b>Article. 155</b></p> <p>Rights of students:</p> <ol style="list-style-type: none"> <li>1. Attending all lectures and participating in the fieldwork with their colleagues.</li> </ol> <p><b>Article. 156</b></p> <p>Obligation of students:</p> <ol style="list-style-type: none"> <li>1. To follow the rules of UP.</li> <li>2. To respect the rules of teachers and other university personnel.</li> <li>3. To respect the schedules of lectures and activities.</li> <li>4. To have behave accordingly within and outside of University campus.</li> </ol>