

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
міжнародних економічних відносин
Протокол № 1 від 28.08.2023 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

МІЖНАРОДНИЙ МАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань 29 "Міжнародні відносини"
Спеціальність 292 "Міжнародні економічні відносини"
Освітній рівень перший (бакалаврський)
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Статус дисципліни обов'язкова
Мова викладання, навчання та оцінювання англійська

Розробник:
к.е.н., доцент


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Завідувач кафедри
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Ірина ОТЕНКО

Гарант програми


Наталія ПАРХОМЕНКО

Харків
2023

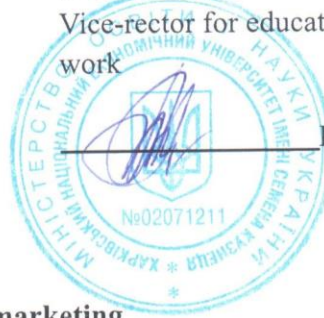
**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

APPROVED

at the meeting of the department of
international economic relations
Protocol № 1 of 28.08.2023

AGREED

Vice-rector for educational and methodical
work



Karina NEMASHKALO

**International marketing
Program of the course**

Field of knowledge
Specialty
Study cycle
Study programme

**29 International Relations
292 International Economic Relations
first (bachelor)
International Business**

Course status
Language

**mandatory
English**

Developer

PhD (Economics),
Associate Professor

Oleksandra GRON

Head of International
Economic Relations
Department

Iryna OTENKO

Head of Study Programme

Natalia PARKHOMENKO

**Kharkiv
2023**

INTRODUCTION

An important point in the competitiveness of Ukrainian enterprises in the international market is the correspondence of their goods and services to the world level of science and technology, the ability to use modern marketing tools and strategies for entering foreign markets. International marketing can be considered as an independent type of management within the framework of internationalized entrepreneurship or, in the interpretation of experts, as a component of international business. It is based on the difference from marketing in the home country, the consumer's distance from the manufacturer and the supplier spatially and geographically, as well as the commercial activity of enterprises in segments of other countries with other cultures, social systems and specific economic structure.

Almost a third of representatives of domestic small and medium-sized businesses plan to enter the international market (according to the EBA survey in the fall of 2022). The expansion of the international presence becomes especially relevant in modern conditions for entrepreneurs of the Kharkiv region, because it will help the development, and in certain situations, even the preservation of enterprises, and reduce the risks associated with a decrease in demand in the local market. This requires the necessary marketing research to make effective economic decisions. Enterprises also face the problems with strategic decisions, about the development of new products, the time of entering the markets, diversification of directions of its activity.

The purpose of studying the discipline is to develop students' knowledge and skills in making thorough management decisions on the implementation of marketing activities of the enterprise in the international market.

The objectives of the course are mastering:

skills and abilities to plan and carry out marketing research, conduct a comprehensive analysis of world markets, assess changes in the international environment and develop measures to adapt to them;

the ability to develop a marketing product, price, sales and communication policy of the enterprise taking into account the characteristics of the international market;

skills in planning and evaluating the effectiveness of marketing activities of an international business entity;

skills regarding the selection of international markets and methods of entering the international market.

The object of the course is the process of forming the international marketing activities of enterprises and making decisions regarding activities in foreign markets, taking into account the marketing component.

The subject of the course is set of principles of management of international marketing activities at the enterprise and implementation of the main functions of marketing in international business.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO3	SC5
LO4	SC3, SC5, SC8
LO8	SC3, SC11
LO10	SC8, SC3
LO9	SC4
LO13	SC5
LO15	IC, GC10, SC8
LO20	SC8
LO21	GC10
LO22	SC3
LO24	SC5
LO26	SC11, SC17
LO29	SC2

IC. The ability to solve complex specialized tasks and practical problems in the field of international relations in general and international economic relations in particular, as well as in the learning process, which involves the application of the latest theories and methods in the implementation of complex studies of global economic relations, is characterized by the complexity and uncertainty of conditions.

GC10. The ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/types of economic activity).

SC2. The ability to use basic categories and the latest theories, concepts, technologies and methods in the field of international economic relations, taking into account their basic forms, to apply theoretical knowledge about the functioning and development of international economic relations.

SC3. The ability to identify the peculiarities of functioning of the environment of international economic relations and models of economic development.

SC4. The ability to justify the peculiarities of realization of forms of international economic relations on mega, macro-, meso- and micro levels.

SC5. The ability to carry out comprehensive analysis and monitoring of the world markets, to evaluate changes in the international environment and be able to adapt them.

SC8. The ability to determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

SC11. The ability to research economic phenomena and processes in the international sphere, considering cause and effect and spatial-temporal relations.

SC17. The ability to manage international business, form, develop and implement strategies for personnel management of an international company, marketing, competitive, innovative, financial and other, taking into account the direction of activity of the subject of international business, taking into account the priorities of the smart-specialization of the Kharkiv region.

LO3. Use modern information and communication technologies, general and special -purpose software packages.

LO4. Systematize and organize the information received on processes and phenomena in the world economy; evaluate and explain the influence of endogenous and exogenous factors on them; formulate conclusions and develop recommendations considering the peculiarities of the national and international environment.

LO8. Understand, distinguish, and describe new phenomena, processes and trends of global development, mechanisms and tools for the implementation of economic policy and world integration / disintegration processes, including Euro - Atlantic integration.

LO9. To understand and be able to apply, in accordance with other requirements of the educational program, modern theories and methods of solving specialized complex problems and practical problems in the field of international trade in goods and services, international capital movement, international monetary-financial and credit relations, mobility of human resources, international technology transfer.

LO10. Identify and distinguish the features of the functioning of the subjects of international relations and models of their economic development.

LO13. To select and skillfully use the analytical tools for studying the state and prospects of development of certain segments of international markets of goods and services using modern knowledge about methods, forms, and tools of regulating international trade.

LO15. Determine the functional features, nature, level, and degree of interconnections between subjects of international economic relations of different levels and establish communications between them.

LO20. To defend the national interests of Ukraine, considering the security components of international economic relations.

LO21. To understand and have skills in conducting business protocol and business etiquette in the field of international economic relations, considering the peculiarities of intercultural communication at professional and social levels, both state and foreign languages.

LO22. Apply appropriate methods, rules, and principles of functioning of international economic relations for the development of foreign economic activity of Ukraine.

LO24. To justify the choice and use information and analytical tools, economic and statistical methods of calculation, complex techniques of analysis and methods of monitoring of the world markets of the world markets.

LO26. To manage international business, to form, develop and implement strategies for personnel management of an international company, marketing,

competitive, innovative, financial activity, and others, taking into account the direction of activity of the entity's international business, taking into account the priorities of the smart-specialization of the Kharkiv region.

LO29. To make and justify management decisions on the creation and activity of entrepreneurial structures, to promote internationalization of business in the small- and medium-sized enterprise sector.

COURSE CONTENT

Content module 1. Theoretical aspects and strategic decisions of international marketing

Topic 1. The concept of international marketing

1. The concept and essence of international marketing. The subject, goals, and objectives of international marketing. Principles, functions, and methods of international marketing.

2. Specific features of international marketing. Types of implementations of international marketing. Model of stages (Upsala school).

3. Current trends in international marketing development. Global marketing: concept and essence, forms of global marketing, approaches to the implementation of global marketing.

4. Motives for entering the international market. Qualitative and quantitative goals of enterprises entering the international market. Active and reactive motives.

Topic 2. Analysis of the international marketing environment. Research in international marketing.

1. Features of the international marketing environment. The external and internal environment of the company. Typology of the international environment. Identification of macro marketing environment trends.

2. Characteristics of political, legal environment and the economic environment. Political risks and methods of assessing their level. Type of economic system and market economy models. Supply and demand situation. Market potential and capacity. Availability of the market.

3. Socio-cultural environment of international marketing. Definition and main elements of culture. Composition of the social and cultural environment of international marketing. Influence of socio-cultural environment on marketing. Classification of national cultures.

4. The concept of market conditions. Factors of formation and conditions of development of the conjuncture and the conjuncture of international commodity markets.

5. Features of international marketing research. Difficulties in planning and conducting marketing research of the foreign market. Typology of international marketing research. Descriptive, exploratory and causal studies. Cabinet and field research.

6. Sources of information in international marketing. Secondary and primary information. Quantitative and qualitative research. Interviews, focus groups,

questionnaires (online survey, face-to-face).

7. Peculiarities of the study of the global market situation. Classification of conjuncture-forming factors. Methods of studying business conditions.

Topic 3. Choosing external markets and way of entering foreign markets. Analysis of international competition.

1. Features of competitors' analysis and competition in international markets. Types of competition in the market. The theory of competitive advantages of M. Porter. Types of competitive strategy according to M. Porter. Cost leadership, differentiation, specialization.

2. Competitiveness of goods in the foreign market. Economic, technical parameters of competitiveness. Assessment of product competitiveness.

3. Competitive factors of business environment formation. Assessment of the level of monopolization and competition.

4. Basic approaches to the selection of foreign markets. A comprehensive approach. The concept of "four filters". Criteria for choosing a way to enter foreign markets.

5. Stages of international development of the firm.

6. Characteristics of ways to enter foreign markets. Direct export. Franchising. A joint venture. Direct investment.

Topic 4. Segmentation of the world market

1. The essence and purpose of international segmentation. The essence, goals and conditions of segmentation. Ranking external markets.

2. The content of STP marketing. Typical approaches to the segmentation of the international market.

3. Signs of market segmentation. Geographical, demographic, psychographic, behavioral.

4. Market segment coverage strategies. Differentiated, undifferentiated, concentrated marketing.

Content module 2. Developing a marketing complex in the process of entering foreign markets

Topic 5. Features of product policy in international marketing

1. Product strategies in international marketing. The concept of product, multi-level product model. The main factors that influence the choice of product strategy.

2. Service policy in international marketing. Commodity brand, packaging and marking in international marketing.

3. Branding in international marketing. General concepts of branding. International brands, their classification and specificity. Trends in the prospects of international branding.

4. Strategy and evaluation of international brands. Brands of countries and territories and the world market.

5. The life cycle of goods in international trade. The concept of life cycle.

Topic 6. International Pricing Policy

1. **The concept of world price, types of world prices.** The pricing process. Pricing factors. External and internal factors of pricing.
2. **Transfer pricing.** Formation of export prices.
3. **Price strategies in international marketing.** Market penetration strategy. The “skimming” pricing strategy.

Topic 7. International Marketing Communications

1. **The main components of a complex of communications.** Integrated communications. International communication process: concepts, participants.
2. **Features of international advertising.** Development of an advertising campaign strategy. Creative advertising campaign strategies.
3. **PR (public relations) in the international communications system.** Communications of PR-services of the enterprise with the media.
4. **Stimulating sales of products.** Activities to stimulate sales in international marketing.

Topic 8. International distribution and sales policy

1. **Tasks of distribution policy in international marketing.**
2. **Features of product turnover in international markets.** Distribution channels in international marketing, their choice and structure. Criteria for choosing distribution channels.
3. **Intermediaries in foreign markets and forms of work with them.** Criteria for choosing intermediaries. Interaction of business partners in foreign trade networks.
4. **Sales strategies in international marketing.** Direct and indirect sales.

Organization and planning of international marketing. Ethics of international marketing.

1. **Types of companies operating in foreign markets.** Structural construction of companies operating on world markets.
2. **Organization of management of international marketing activities.**
3. **Planning and control in international marketing.**
- 9.4. **Social responsibility of transnational companies.** UN Sustainable Development Goals. Ethical aspects of research according to the ESOMAR code.

The list of practical (seminar) / laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) / laboratory studies

Name of the topic and/or task	Content
Topic 1 Task 1	Situational task: Factors influencing the company's decision to enter foreign markets. Consideration on the example of a well-known domestic company.
Topic 2 Task 2	Practical task, work in small groups: assessment of factors of the macro environment of the selected country.

Name of the topic and/or task	Content
Topic 2 Laboratory task 1	Laboratory study. Analysis of export-import volumes in Ukraine. Calculation of the transnationality index.
Topic 3 Task 3	Practical task. consideration of problem situations in small groups: preparation and conduct of marketing research regarding the company's entry into the foreign market.
Topic 3 Laboratory task 2	Laboratory study. Sample calculation for marketing research.
Topic 4 Task 4	Practical task: Development of a questionnaire for surveying consumers in the process of preparing the company to enter the foreign market.
Topic 4 Laboratory task 3	Laboratory study, work in small groups: competitor analysis. Drawing up a map of the company's competitors on the international market. Determination of the UTP of the company.
Topic 5 Task 5	Practical task, work in small groups. Creating of a three-level product/service model at the choice of the team.
Topic 5 Laboratory task 4	Laboratory study: Components of international brands, their classification and specifics. Evaluation of international brands.
Topic 6 Laboratory task 5	Laboratory study: calculation of the export price of goods, consideration of Incoterms conditions in the process of price calculation.
Topic 6 Task 6	Case method: evaluation of options for using different pricing strategies in the international market.
Topic 7 Laboratory task 6	Laboratory study: calculation of the budget for the communication campaign of an international enterprise.
Topic 7 Task 7	Practical task, work in small groups (brainstorming): Design of the company's communication company on the international market.
Topic 8 Laboratory task 7	Laboratory study: Justification of the choice of sales channel when entering foreign markets. Evaluation of the effectiveness of the involvement of intermediaries when entering the international market.
Topic 9 Task 8	Seminar class. Debate "Ethics and social responsibility in international marketing".

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Modern trends in the development of international marketing. 2) Global marketing: concept and essence, forms of global marketing, approaches to the implementation of global marketing. Homework: Evaluating the attractiveness of the chosen country in relation to the company's entry into the foreign market
Topic 2	Study of the lecture material, preparation for the class, review of the theoretical material on the question: 1) Socio-cultural environment of international marketing. 2) Sources of information in international marketing Homework: analysis of the cultures of the chosen country and Ukraine.
Topic 3	Study of lecture material, preparation for classes, review of theoretical material on the following questions: Competitiveness of goods on the foreign market. Doing homework: gathering information using consumer surveys. Homework: gathering information about the company's competitors on the international market, as chosen by the student.
Topic 4	Studying the lecture material, preparing for the class, reviewing the theoretical material on the question: Analysis of the company's entry into the international market. Homework performance: application of the four-filter technique to select the most attractive foreign market exit. Strategies for covering market segments. Completion of homework using the VALS methodology to analyze segments in a country of the student's choice. Preparation for the control work.
Topic 5	Study of the lecture material, preparation for the class, review of the theoretical material on the issue: 1) Brands of countries and territories and on the world market. 2) Trends in international branding prospects. Homework: analysis of the trademark registration system abroad.
Topic 6	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Price strategies in international marketing. 2) Psychological influencing factors in the price calculation process. Doing Homework: Analyzing Dumping Cases in the international market.

Name of the topic and/or task	Content
Topic 7	Studying the lecture material, preparing for the class, reviewing the theoretical material on the questions: Integrated marketing communications, their features in the process of the company's work on the international market. Homework: analysis of examples of adaptation and standardization of well-known international companies in the international market. Group presentation preparation.
Topic 8	Study of lecture material, preparation for class, review of theoretical material on questions: Criteria for choosing intermediaries, features of working with trade networks abroad. Completion of homework: analysis of the activity of trade networks in the country chosen by the student.
Topic 9	Study of lecture material, preparation for classes, review of theoretical material on the following questions: 1) Social responsibility of transnational companies. 2) Sustainable development goals of the UN. 3) Ethical aspects of research according to the ESOMAR code. Preparation for the debate. Preparation for the colloquium.

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 1, 2, 4–8), problem lecture (Topic 9), Lecture-discussion (Topic 3)).

Visual (demonstration (Topic 1–9)).

Practical (practical work (Topic 1–8), seminar-discussion (Topic 9), case studies (Topic 6), brainstorming (Topic 7), Laboratory study (Topic 2-9)).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and assessment of the student.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam or grading.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: control work (estimated at 7 points), colloquium (estimated at 8 points), presentations (maximum score 5 points), creative homework (10 points), laboratory tasks (15 points), practical tasks (15 points)

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria

Simon Kuznets Kharkiv National University of Economics
First (bachelor) level of higher education
Specialty "International Economic Relations"
Educational and professional program "International Business"
Study discipline "International Marketing"

TEST 1

Task 1 (test). (10 points)

1. Product adaptation, which is determined by the requirements of standards, technical conditions, packaging requirements, etc., is called:

- a) adaptation depending on the physical characteristics of the product;
- b) forced;
- c) necessary;
- d) standardization.

2. Determine which of the product strategies the Coca-Cola company mainly uses in foreign markets:

- a) standardization;
- b) adaptation;
- c) differentiation.

3. Name the method of entering the foreign market characterized by the absence of production abroad:

- a) management contract;

- b) joint ownership;
 - c) direct export;
 - d) all answers are correct.
4. Specify which product strategy involves the transfer to the international market of the same assortment that was developed for the national market:
- a) new exit strategy;
 - b) strategy of reverse invention;
 - c) adaptation strategy;
 - d) standardization strategy.
5. What is the basic delivery condition that involves the buyer accepting all costs and risks of accepting the goods from the seller, preparing for shipment, loading, and delivering to the destination:
- a) FOB
 - b) CIF
 - c) FCA
 - d) EXW
6. Dumping is an activity in which the exporter sells goods on the foreign market:
- a) at higher prices than on the national market;
 - b) at lower prices than on the national market;
 - c) at a price lower than the "normal" price of a similar product on the given market or the world price;
 - d) at a price lower than the world price.
7. The main disadvantages of indirect export are:
- a) lack of contact with consumers, marketing dependence on an intermediary;
 - b) dependence on the partner's strategy;
 - c) limited profitability;
 - d) unchanged organizational structure of management.
8. When entering a new foreign market, companies, as a rule, use the "penetration" price strategy, the main disadvantages of which are:
- a) the risk of being late with a price reduction;
 - b) the need to substantiate further price reductions;
 - c) the risk of a price war;
 - d) all answers are correct.
9. Selective selling is characteristic of:
- a) sale of goods of daily demand;
 - b) implementation of technically complex products that require special maintenance;
 - c) sale of luxury products;
 - d) sale of any goods/

10. Such a method of international trade in services as "commercial presence" involves:

- a) movement of consumers to the service exporting country;
- b) relocation of the service provider abroad;
- c) temporary relocation of individuals to another country for the purpose of providing services there;
- d) provision of services across the border.

Task 2 (stereotype). (6 points)

What are the advantages of the free trade agreement (FTA+) between Ukraine and the EU for Ukrainian manufacturers? What disadvantages for Ukraine of this Agreement would you highlight.

Task 3 (diagnostic). (9 points)

An American company producing soft toys for children is planning to enter the Ukrainian market. To analyze the foreign environment, the company's marketer plans to use the PEST analysis method.

It is necessary to determine: What factors should be considered in the framework of the PEST analysis? What factors would you advise the company's marketer to pay special attention to? Explain the influence of these factors on a company's international marketing decisions.

Task 4 (heuristic). (15 points)

Europe is a single market space, but consumer preferences vary from country to country: the French prefer top-loading washing machines, the English prefer front-loading, the Germans prefer drying speed, and Italians prefer low speed followed by drying in the sun, cheaper models of washing machines are popular in poor countries.

Define:

What type of product adaptation to the foreign market is used by enterprises in this case?

At what level, according to the three-level product model, should adaptation of such a product as a washing machine be carried out for the foreign market.

What advantages does this type of adaptation bring to the company? What are the advantages and disadvantages of such an adaptation?

Provide recommendations for a manufacturer of washing machines that plans to enter the Ukrainian market.

Protocol №. _____ dated " ____ " _____ 20____

Approved at the meeting of the Department of International Economic Relations

PhD (Economics), Associate
Professor

Oleksandra GRON

Head of International
Economic Relations
Department

Iryna OTENKO

Evaluation criteria

The final marks for the exam consist of the sum of the marks for the completion of all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, time-consumingness, and significance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Task 1 (test). (10 points)

For each correct answer to the test question - 1 point.

Task 2 (stereotype). (6 points)

2 – the answer is given in a general form, without specifying specific reasons, advantages, disadvantages, features, etc.;

3 – the task is partially completed; for example, the main advantages are indicated, but the disadvantages are not defined, a list of reasons is provided, but some of them are incorrect;

4-5 - the task is completely completed, but inaccuracies were made in the formulation of terms and categories, examples and explanations were not provided;

6 - the task is completely completed, the answer is justified, examples and explanations are given.

Task 3 (diagnostic). (9 points)

3 - the student chooses the right approach to the task, but performs only a small part of the task;

4-5 – the student applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of the main provisions, but does not complete the task in full and/or makes significant errors, incorrect conclusions;

6-7 - the student applies theoretical knowledge and practical skills to solve the task; demonstrates understanding of basic provisions, performs tasks in full; but errors are assumed in substantiation, explanation, formulation of conclusions;

8 - the student demonstrates a conscious application of knowledge to solve a practical situation; task completed in full When performing the diagnostic task, the acquirer made correct conclusions regarding the proposed situation;

9 - the student demonstrates a conscious application of knowledge to solve a practical situation; task completed in full When performing the diagnostic task, the acquirer made correct conclusions regarding the proposed situation and formulated his own recommendations for its solution.

Task 4 (heuristic). (15 points)

8- the student applies theoretical material to solve the task, but faces significant difficulties in analyzing the proposed phenomena and processes;

9-10 – the student demonstrates the ability to apply theoretical knowledge to solve a heuristic task, when answering the applicant demonstrated an understanding of the main provisions of the material, but the task was not completed in full;

11-12 – the student demonstrates the ability to apply theoretical knowledge to solve a heuristic task, consciously applies the correct methodical approach to solving the task, but admits inaccuracies and/or draws incorrect conclusions based on the obtained results of solving the task;

13-14 – the student shows clear mastery of the conceptual apparatus, methods, techniques and tools of international marketing; when performing a heuristic task, the acquirer provides the correct solution to the proposed situation, draws appropriate conclusions, but minor errors and/or inaccuracies are assumed in the decision process or conclusions;

15 - the student shows a clear command of the conceptual apparatus, methods, techniques and tools of international marketing; gives the correct decision regarding the proposed situation, makes complete, logical and well-founded conclusions; formulates own recommendations for solving a problem situation, when completing a task, the applicant uses a creative approach.

RECOMMENDED LITERATURE

Main

1. Knyazeva T.V. International marketing: tutorial book / T.V. Knyazeva, Y.P. Kolbushkin, S.V. Petrovskaya, S.F. Smerichivsky, V.L. Sibruk; Ministry of Education and Science of Ukraine, National Aviation University. - Kyiv: NAU, 2019. - 162 p.

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6. Gron O.V. Stakeholder concept in international business // International Scientific Journal “Internauka”. Series: “Economic Sciences” №5, 2021. <https://doi.org/10.25313/2520-2294-2021-5> - 2021. - .
7. Bozhkova, V. V., Ptashchenko, O. V., Saher, L. Y., & Syhyda, L. O. (2018). Transformation of marketing communications tools in the context of globalization Marketing and Management of Innovations, 1, 73-82. <https://doi.org/10.21272/mmi.2018.1-05>
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9. International marketing. Tutorial book / Ed. by Y. G. Kozak, S. Smychek, I.L. Litovchenko. Kyiv: Center for Educational Literature, 2019. - 302 p.

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12. The site of S. Kuznets KhNUE. Discipline "International marketing" // [Electronic resource]. - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=5360>