UNIVERSITY OF NATIONAL AND WORLD ECONOMY

Approved by:

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EXAM PROGRAM

FOR DOCTORAL EXAM

IN SCIENTIFIC SPECIALTY "WORLD ECONOMY AND IER"

AT "IER AND BUSINESS" DEPARTMENT

DISCIPLINE: “Theoretical and Practical Dimensions of International Marketing / Digital Marketing”

1 INTERNATIONAL MARKETING AND THE PROCESSES OF INTERNATIONALIZATION AND GLOBALIZATION

2 IMPACT OF PANDEMICS ON INTERNATIONAL MARKETING STRATEGIES

3 GLOBAL MARKETING RESEARCH

4 THE CONSUMER IN INTERNATIONAL MARKETING

5 CONSUMER BEHAVIOR IN INTERNATIONAL MARKETS

6 CONSUMER BEHAVIOR ON ORGANIZED MARKETS

7 STRATEGIES AND INTERNATIONAL MARKETING

8 PRODUCT POLICY AND INTERNATIONAL MARKETING

9 PRODUCT POLICY IN INTERNATIONAL MARKETING AND SUSTAINABLE DEVELOPMENT ISSUES

10 INTERNATIONAL MARKETING SERVICES

LITERATURE:

A. BASIC

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2. Boneva, S., (2019) Communication Management in International Projects, Publishing Complex - UNWE, Sofia
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B. ADDITIONAL

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Lecturer:

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