UNIVERSITY OF NATIONAL AND WORLD ECONOMY

Adopted by the Faculty Council Decision of Faculty of …… protocol № ….. / ……

Approved by:

Dean – Assoc. Prof. Svetla Boneva, PhD

COURSE SYLLABUS

Course	***International and digital marketing – theoretical and practical approaches***
Educational and Scientific Degree	***PhD***
Course Category	***Optional (block B)***
Area of Study	***3. Social, Economic and Law Sciences***
Field of Study	***3.8. Economics***
PhD Programme	***World Economy and International Economic Relations***
Faculty	***International Economics and Politics***
Department	***International Economic Relations and Business***
Academic Hours	**0**
Extracurricular Academic Hours	**250 h**
Credits	**10 ECTS**
Lecturer	***Assoc. Prof. Alexander Hristov, PhD*** ***Chief Assist. Christian Zhelev, PhD***

1. COURSE DESCRIPTION

International and digital marketing – theoretical and practical approaches is an optional discipline from the PhD curriculum in World Economy and International Economic Relations. The course is focused on the deepening of the knowledge in the field of international marketing as well as on the specifics of the contemporary research topics and research tools in the field of international marketing.

The course provides fundamentals of contemporary international marketing as a reflection of the macroeconomic and microeconomic processes in the world. Emphasis is placed on the economic dimension and the governance aspects of international marketing. Attention is drawn to the system approach to theory and practice of international marketing: business environment, markets-company, marketing tools.

The subject Research in International Marketing enables PhD students to get an insight into the portfolio of research problems and priorities. Therefore, in the course of work, emphasis is placed on such issues as internationalization and globalization on the one hand and international and global marketing on the other. The behavioural characteristics of the most common users: individual and institutional-companies and state institutions are studied. Attention is paid also to the strategic dimension of international marketing in the context of the evolution of strategic marketing theory on the one hand and in the context of the imperatives imposed by the dynamism of the business environment.

According to the researcher's orientation, opportunities for product profiling are offered in the study of international marketing: traditional products, innovations and international marketing; international marketing of services, international marketing of engineering projects and others. There is also a focus on countries or regions in studying international marketing issues.

The training places the doctoral students in the centre. It builds on the formation of knowledge and skills for critical analysis and evaluation. PhD students also will get familiar with research methods. The knowledge gained from other disciplines on the tools of studies and analyses is built into the framework. Training in the subject also involves participation in seminars and departmental discussions on international marketing issues. The aim is to build skills for scientific discussion and communication skills to present research results.

The course ends with the development of an independent research report.

The course is taught in Bulgarian and English

2. CONTENT

№	TOPIC
1.	**REVIEW OF CONTEMPORARY VIEWS ON INTERNATIONAL MARKETING - SCIENCE AND MODERN PRACTICE. SUSTAINABILITY AND TRANSIENCE IN THE THEORETICAL FOUNDATIONS OF INTERNATIONAL MARKETING**
2.	**INTERNATIONAL MARKETING AND THE PROCESS OF INTERNATIONALIZATION AND GLOBALIZATION** The liberalization of the movement of goods, services, capital and people and the development of international marketing. Environmental issues as a driver of academic research. Review of scientific publications and argued discussions.
3.	**INFLUENCE OF PANDEMICS ON INTERNATIONAL MARKETING STRATEGIES.** Selected aspects of modern marketing theory - durabilityy and changes in the conditions of force majeure. Changes in consumer behaviour and the environment that

	predetermine changes in strategies.
4.	**GLOBAL MARKETING RESEARCH** Theoretical and practical approaches to the international marketing research. The role of the international business environment. Cultural factor. Digitization.
5.	**THE CONSUMER IN INTERNATIONAL MARKETING RESEARCH**. Interdisciplinary as the main theoretical approach to consumer behavioural research in international markets - individual and institutional. The relevance of economic, managerial and behavioural theoretical approaches to consumer behaviour research in academic international marketing research.
6.	**CULTURE, ECONOMY AND MANAGEMENT AND CONSUMER BEHAVIOUR IN INTERNATIONAL MARKETS.**
7.	**GLOBALIZATION AND INTERNATIONALIZATION AND CONSUMER BEHAVIOUR IN ORGANIZED MARKETS** Company dimensions of globalization and internationalization and consumer behaviour in organized markets.
8	**STRATEGIES AND INTERNATIONAL MARKETING** Theoretical preferences for entry strategies. The theory of transaction costs and modern research into market penetration strategies. Product and landscape features of market entry strategies. Learning and market entry strategies: knowledge management and choice of market entry strategies. Evolution of the Uppsala model.
9.	**PRODUCT POLICY AND INTERNATIONAL MARKETING.** Change in the paradigm: from the dominant practice of using a policy of adapting to increasing the application of innovation policy in the international marketing practice of TNCs. Cultural and economic determinants of TNC product policy in emerging market economies.
10.	**PRODUCT POLICY IN INTERNATIONAL MARKETING AND SUSTAINABLE DEVELOPMENT ISSUE** Global supply chain and sustainable development. The resource scarcity: water, energy foods, and the product policy of TNCs.
11.	**INTERNATIONAL MARKETING OF SERVICES** The Global Trade Agreement on Services and the implementation models of services in international markets. EU policy on the free movement of services and the challenges for the marketing of services.
12	**INTERACTION OF PRODUCT POLICY IN INTERNATIONAL MARKETING WITH THE FORMS OF INTERNATIONAL BUSINESS**
13.	**MARKETING AND BRANDING FROM THE POINT OF VIEW OF INTERNATIONAL MARKETING** Marketing dimensions of brand management. Globalization and the life cycle of the brand.
14.	**INTERCULTURAL COMMUNICATION AS A TOPIC OF THE THEORY AND PRACTICE OF INTERNATIONAL MARKETING. CULTURE, ETHICS AND LAW IN INTERCULTURAL COMMUNICATION**

15	**INTERCULTURAL COMMUNICATION AND MODERN TECHNOLOGIES. SOCIAL NETWORKS AND INTERCULTURAL COMMUNICATION**
16.	**NATIONAL AND INTERNATIONAL ASPECTS OF USING DIFFERENT MEANS OF INTERCULTURAL COMMUNICATION** Advertising, public relations, investor relations; personal sale, sponsorship
17	**MARKETING INFRASTRUCTURE: ADVERTISING AGENCIES, MARKETING RESEARCH COMPANIES**
18	**BUSINESS ETHICS AND INTERNATIONAL MARKETING. CORPORATE SOCIAL RESPONSIBILITY** Socially responsible behaviour of companies. Socially responsible marketing.
19.	**REGIONAL DIMENSIONS OF MODERN MARKETING** Marketing under the Single market. About the European dimension of marketing. European community marketing and marketing, driven by the socio-cultural dimensions of individual member States. EU policy to protect consumer rights. Positive and negative integration and their impact on consumer policy and free movement of goods and services
20.	**REGIONAL DIMENSIONS OF MODERN MARKETING - THE EXAMPLE OF REGIONS IN ASIA, AMERICA AND AFRICA**
21.	**MODELS OF INTERNATIONAL MARKETING ACCORDING TO TYPES OF PRODUCTS AND SERVICE** International marketing of pharmaceutical products; international marketing of luxury goods; international marketing of intelligent products and more.
22.	**DIGITAL MARKETING AND INTERNATIONAL MARKETING DECISIONS** Digital transformations in global economy and business and their impact on international marketing. Strategy development and digital marketing campaign planning.
23.	**MANAGING INTERNATIONAL MARKETING PROJECTS** Opportunities to use project management tools to develop individual projects in companies' overseas operations
24.	**CRISIS PROCESSES AND THEIR IMPACT ON INTERNATIONAL MARKETING. LESSONS AND PERSPECTIVES.**
25.	**MARKETING IN THE SYSTEM OF INTERNATIONAL BUSINESS AND MANAGEMENT**

26.	**MARKETING OPPORTUNITIES TO INCREASE THE COMPETITIVENESS OF COMPANIES AND THE COMPETITIVENESS OF THE COUNTRIES** Competitive advantages. The contribution of marketing to national competitiveness according to the World Economic Forum's Competitiveness model.
27.	**ORGANIZATION AND CONTROL OF THE GLOBAL MARKETING PROGRAMME** Paradigm shift. Essence goals and processes. Differences from internal marketing. Problems and prospects. Implementing and coordinating the global marketing programme.
28.	**THEORETICAL AND METHODOLOGICAL PRINCIPLES FOR THE DEVELOPMENT OF A RESEARCH PROJECT IN THE FIELD OF INTERNATIONAL MARKETING.**

3. INDIVIDUAL COURSE PREPARATION

- In accordance with the established topic for a research project, the doctoral student studies literature sources and prepares a bibliography. When choosing a topic, the doctoral student has several options:
  - Study of several theoretical paradigms: Discussion and comparative analysis of basic theoretical paradigms of company theory, focusing on significant differences that can be tested with data.
  - Development of a study to test competitive theoretical perspectives. Identification of hypotheses, variables, data and methodology.
  - Research within a theoretical paradigm: Development of research on a topic of interest from the scope of the discipline. The research proposal must be based on a theoretical framework from international marketing.
  - Identification of hypotheses, variables, data and methodology.
- The doctoral student consults with the holder of the discipline, his / her research supervisor and other specialists.
- The doctoral student develops the research project according to the chosen topic. The final version of the project is presented on the day of the exam. During the preparation the doctoral student chooses one of the following options "
- The paper should be 15-20 pages.

4. ASSESSMENT

The evaluation is done on the basis of a prepared individual paper-work (15-20 pages in length), which is sent in advance to the exam commission. During the exam, the doctoral student presents his/her work through a presentation. The commission asks additional questions in order to clarify whether the student is aware of the theoretical material.

The final grade is based on a six-point scale, in which the lowest grade for successful completion of the course is Good (4). Converted to the ECTS grading scale, the grades are as follows:

Excellent /6/	Very Good /5/	Good /4/	Average /3/		Poor /2/	
A	**B**	**C**	**D**	**E**	**FX**	**F**
The corresponding number of ECTS credit points is being allocated (10 credits are awarded)			No ECTS credit points are being allocated			

The exam shall be held in offline mode for the full-time PhD students, unless stated otherwise in a Rector's order. For the part-time PhD students and for those taking independent study courses the exam can be held in online mode.

5. DOCTORAL ACTIVITIES

Type of classes/employment	Lectures	Extracurricular Activity	Total
1. *Individual consultations, tutorials*	0	50	**50**
2. Study of specialized literature	0	50	**50**
3. Preparation of individual assignment	0	50	**50**
4. Individual study/preparation for exam	0	100	**100**
5. Other forms:	0		
6. ……..			
Total	0	250	**250**

6. LITERATURE

A. BASIC

1. Boeva. B.. Tsanov. Ts., Valkov, P., Hristov, A., (2016) Corporate governance in international business. Publishing complex - UNWE. Sofia,.
2. Boneva, S., (2019) Communication Management in International Projects, Publishing Complex - UNWE, Sofia
3. Daneshka, A., (2015) Culture and International Business, Publishing Complex - UNWE, Sofia
4. Hristov, A. (2016) Digital media and companies: freedom and authenticity. In: Newmedia21.eu. Media of the 21st century: Online publication for research, analysis, criticism, 13.02.; http://www.newmedia21.eu/analizi/digitalnite-medii-i-kompaniite-svoboda-i-avtentichnost/.
5. Hristov, A., (2017) Self-regulation in marketing communications. International aspects, Publishing complex - UNWE, Sofia
6. Best, R.J., (2016), Market-based management, Pearson
7. Cateora, Ph. R, Graham, J., Gilly, M. C., Money, Bruce (2020), International Marketing, 18th ed., McGraw-Hill Education, New York.
8. Czincota, M., Ikka, R., Gupta, S. (2021) International Business, 9th ed. Cambridge University Press
9. Green, M., Keegan, W. (2020) Global Marketing, 10th Edition, Pearson.

10. Heinze, A, Fletcher, G., Rashid, T., Cruz., A., (2020) 2nd Ed., Digital and Social Media Marketing: A Results-Driven Approach, Routledge
11. Hollensen, S. (2020), Global Marketing, Pearson
12. Kartajaya, H., Setiawan, I., Kotler, Ph.,(2021), Marketing 5:0: Technology for Humanity, John Wiley & Sons, Inc.
13. Kumar, V. (2015) Global Marketing Research, Sage Publishing
14. Terpstra, V., Foley, J., Sarathy, R. (2016) International Marketing, 11th ed., Naper Publishing Group
15. www.ama.org
16. http://rogerjbest.com/
17. https://www.mckinsey.com/quarterly/overview
18. https://redlink.bg/
19. https://eacd-online.eu/home/communication-director-magazine/

B. ADDITIONAL

1. Boeva, B., Vasileva A., International Marketing, Economics, UNWE, 2010
2. Boeva B. (2014) Management in the conditions of internationalization and globalization. IC – UNWE
3. Boeva, B., Stoychev. I., Slavova, M., Vasileva, A., Daneshka, A., Lozanov, O., Hristov, A., (2013) Marketing: the perspective for modern business, Publishing Complex - UNWE. Sofia,.
4. Vasileva, A. (2011) International Business, Economics, UNWE
5. Craig, C., Douglas, S. (2014), International Marketing Research, Wiley
6. Fletcher, R., Crawford, H. (2017), International Marketing : An Asia-Pacific Perspective, Pearson Australia, Melbourne, Victoria
7. Kang, Ch., Germann, F., Grewal, R., (2016) Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance, Journal of Marketing March, Vol. 80, No. 2, pp. 59-79
8. Kotler, F., Marketing 4.0 Locus, S.2019
9. Moeller,M., M.Harvey, Inpatriate Marketing Managers: Issues Associated with Staffing Global Marketing Positions, Journal of International Marketing, Dec 2011, Vol. 19, No. 4
10. Scott, D., (2017) The New Rules of Marketing and PR: , How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, 6th Edition
11. Thomson, D., (2017) The Science of Popularity in an Age of Digital Distraction
12. Westjohn, S., Roschk, H., Magnusson, P. (2017) Eastern Versus Western Culture Pricing Strategy: Superstition, Lucky Numbers, and Localization, Journal of International Marketing March, Vol. 25, No. 1, pp. 72-90

The course syllabus is approved by the Department Council of „IER and Business" on …….. (Record № ……).

Lecturer	*Assoc. Prof. Alexander Hristov, PhD* *Senior Assist. Prof. Kristian Zhelev, PhD*
Head of Department	*Assoc. Prof. Vasil Petkov, PhD*