

| ACADEMIC YEAR:<br>2025/2026 | INTERNATIONAL MARKETING   |                          |   |
|-----------------------------|---|--------------------------|---|
|                             | SUBJECT CODE: 16636   | SEMESTER: ANNUAL         | TYPE: SPECIALISMS   |
| CREDITS                     | 5 ECTS  |                          |   |
| STUDENT WORKLOAD            | Contact Hours   | Personal and/or Teamwork | Evaluation  |
|                             | 50  | 72                       | 3   |
| TEACHING LANGUAGE           | English   |                          |   |
| CO/PREREQUISITE             | None  |                          |   |
| SPECIALISM                  | INTERNATIONAL MANAGEMENT  |                          |   |
| MODE OF DELIVERY            | In-person   |                          |   |
| FACULTY                     | ROMAN, David<br>WOLNY, Julia  |                          |   |
| COURSE DESCRIPTION          | <p>Marketing centers on identifying, creating, delivering, and sustaining value. This module follows a three-step process—environmental analysis, strategy formulation, and marketing-mix implementation—augmented by AI-driven insights and sustainability considerations. Participants will develop the capabilities to structure marketing challenges, apply theory to real-world contexts, and integrate responsible practices throughout.</p> <p>1. Creating Value</p> <ul style="list-style-type: none"> <li>- Environmental Analysis <ul style="list-style-type: none"> <li>• Assess channels, competitors, consumers, and internal capabilities to structure marketing problems and inform strategy.</li> <li>• Apply AI-powered market-scanning tools to uncover eco-innovation trends, source credible secondary data on population, competitors, and social shifts, and estimate segment and market sizes.</li> </ul> </li> <li>- Strategy Formulation <ul style="list-style-type: none"> <li>• Segment the total addressable market into distinct, addressable groups that balance profitability with environmental responsibility.</li> <li>• Select target segments, design a differentiated product concept and position it to shape consumer perception and behaviour, and leverage AI-based forecasting to optimize investment decisions.</li> <li>• Translate theoretical frameworks into actionable marketing strategies, linking strategic choices to specific mix elements and quantifying opportunities.</li> </ul> </li> </ul> <p>2. Delivering Value</p> <ul style="list-style-type: none"> <li>- Marketing Mix Development <ul style="list-style-type: none"> <li>• Design coherent product, price, place, and promotion tactics aligned with the overarching strategy, embedding green marketing principles and circular-economy practices.</li> <li>• Understand how each mix element influences consumer perception and behaviour and make informed decisions about critical mix components for a given business scenario.</li> <li>• Utilize AI-driven personalization engines and dynamic pricing models to tailor offerings and enhance value delivery.</li> </ul> </li> <li>- Implementation and Research <ul style="list-style-type: none"> <li>• Craft clear, robust research briefings: define objectives, choose appropriate methodologies (qualitative and quantitative), and identify key research publics.</li> <li>• Conduct qualitative studies—such as in-depth interviews and focus groups—complemented by AI-enhanced analysis to reveal buyer needs, barriers, and reactions.</li> <li>• Execute solid primary quantitative surveys, apply basic statistical tools (clustering, regression, multidimensional scaling), and transform data into actionable insights that guide marketing implementation.</li> <li>• Familiarize with internal processes for rolling out the marketing mix, ensuring alignment between research findings and operational execution.</li> </ul> </li> </ul> <p>Participants completing this module will be adept at harnessing AI tools and sustainability metrics to shape every stage of the marketing process, from problem structuring to value delivery.</p> |                          |   |
| LEARNING OUTCOMES           | KNOWLEDGE   | RAK1                     | Identify the latest management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting. |

|                    |  |  |  |
|--------------------|--|--|--|
|                    |  | RAK5   | Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization. |
|                    |  | RAK 7  | Explain business decisions and practices and their economic, social, and environmental impacts, along with their ethical dimensions.   |
|                    | SKILLS   | RAS2   | Apply data-driven analysis to improve performance metrics, taking into account organizational and sustainability objectives.   |
|                    |  | RAS5   | Implement team engagement strategies, taking into account gender differences and diversity criteria.   |
|                    |  | RAS7   | Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.                                   |
|                    | COMPETENCES  | RAC3   | Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment, focusing on innovation.                                       |
|                    |  | RAC6   | Promote responsible practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.  |
| SDGS ADDRESSED     | <input checked="" type="checkbox"/> SDG 1 – No Poverty<br><input checked="" type="checkbox"/> SDG 2 – Zero Hunger<br><input type="checkbox"/> SDG 3 – Good Health and Well Being<br><input type="checkbox"/> SDG 4 – Quality education<br><input checked="" type="checkbox"/> SDG 5 – Gender equality<br><input type="checkbox"/> SDG 6 – Clean water and sanitation<br><input type="checkbox"/> SDG 7 – Affordable and clean energy<br><input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth<br><input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure<br><input type="checkbox"/> SDG 10 – Reduced inequality<br><input type="checkbox"/> SDG 11 – Sustainable cities and communities<br><input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production<br><input checked="" type="checkbox"/> SDG 13 – Climate action<br><input type="checkbox"/> SDG 14 – Life below water<br><input type="checkbox"/> SDG 15 – Life on land<br><input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions<br><input type="checkbox"/> SDG 17 – Partnerships for the goals  |  |  |
| TEACHING METHODS   | <input checked="" type="checkbox"/> AF01-Lectures<br><input type="checkbox"/> AF02-Videos or videoconferences<br><input type="checkbox"/> AF03-Discussion groups or forums<br><input type="checkbox"/> AF04-Multimedia production<br><input checked="" type="checkbox"/> AF05-Reading texts and preparing reports.<br><input type="checkbox"/> AF06-Analysis of data or processes<br><input type="checkbox"/> AF07-Search for bibliographic information<br><input type="checkbox"/> AF08-External visits<br><input type="checkbox"/> AF09-Internships at centers or companies<br><input checked="" type="checkbox"/> AF10-Applied activities or exercises<br><input type="checkbox"/> AF11-Elaboration of glossaries or wikis<br><input type="checkbox"/> AF12-Roleplay and simulations<br><input type="checkbox"/> AF13-Workshops or seminars<br><input type="checkbox"/> AF14-Practical or laboratory activities<br><input checked="" type="checkbox"/> AF15- Personal study of contents<br><input type="checkbox"/> AF16- Development and synthesis<br><input type="checkbox"/> AF17- Intervention, research or interviews<br><input checked="" type="checkbox"/> AF18- Practical analysis of cases<br><input type="checkbox"/> AF19- Online interactive activities<br><input checked="" type="checkbox"/> AF20- Oral presentations<br><input checked="" type="checkbox"/> AF21- Exams or tests<br><input type="checkbox"/> AF22- Correction of exercises and follow-up<br><input type="checkbox"/> AF23- Portfolios or reflective diaries<br><input type="checkbox"/> AF24-Tutorials<br><input type="checkbox"/> AF25-Others |  |  |
| STUDENT ASSESSMENT | SE01 - Class Participation<br>SE02 - Continuous monitoring of work<br>SE04 - Written Examination<br>SE05 - Projects & activities   | (30% min - 40% max)<br>0%<br>(40% min - 50% max)<br>(10% min –30% max) |  |
| GRADING SYSTEM     | Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.  |  |  |

# 16636 SUBJECT RUBRIC

ACADEMIC YEAR: 2025/2026

| ILO Code | ILO Description  | Weight % | Exemplary (100%-85%)  | Proficient (84%-65%)  | Developing (65%-50%)   | Beginning (<50%)                                |
|----------|--|----------|---|---|--|---|
| RAK1     | Identify the latest management theories and their applicability to a global business environment   | 7%       | Identifies ≥3 marketing or strategic theories; compares across global contexts with tech and sustainability relevance                 | Explains 2 theories with basic global relevance   | Mentions 1 theory; limited contextual insight                      | No clear theory or context                      |
| RAK5     | Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization. | 8%       | Links marketing decisions (e.g., pricing, segmentation, investment) to financial viability and long-term sustainability using metrics | Describes basic financial implications of marketing with general sustainability mention | Mentions financial viability or sustainability without integration | No clear financial or sustainability connection |
| RAK7     | Explain business decisions and practices and their economic  | 10%      | Evaluates marketing strategies with economic, social, environmental, and ethical lenses using real cases                              | Describes impacts and ethics with general examples                                      | Mentions some impacts; lacks ethical depth                         | No meaningful impact or ethics analysis         |
| RAS2     | Apply data-driven analysis to improve performance metrics  | 20%      | Uses AI tools (market scanning, forecasting, dashboards) to diagnose opportunities and guide sustainable marketing strategies         | Applies standard analysis tools with some AI or sustainability integration              | Performs basic analysis; limited AI or sustainability use          | Incomplete or inaccurate analysis               |
| RAS5     | Implement team engagement strategies   | 5%       | Designs inclusive collaboration strategies for marketing teams with gender/diversity awareness  | Applies basic engagement strategies with general diversity awareness                    | Lists tactics with minimal diversity consideration                 | No engagement or diversity strategy             |
| RAS7     | Incorporate cutting-edge technological solutions in their relevant areas of practice   | 10%      | Integrates AI-enabled tools ethically in segmentation, personalization, and pricing decisions   | Uses tech tools with basic ethical awareness  | Mentions tech use; lacks ethical reflection                        | No tech or ethical consideration                |
| RAC3     | Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment  | 15%      | Leads marketing teams using digital platforms and analytics; fosters innovation and inclusive culture                                 | Demonstrates leadership with some tech and inclusion                                    | Shows basic leadership; limited tech or innovation focus           | No leadership or innovation evident             |
| RAC6     | Promote responsible practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.  | 25%      | Designs marketing strategies and campaigns that embed ethics, ecological performance, and long-term stakeholder value                 | Suggests responsible practices with general ethical framing                             | Identifies ethical concerns; lacks strategic depth                 | No responsible or ethical practice proposed     |