

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations

SYLLABUS

selective educational component
"GLOBAL MARKETING STRATEGIES
IN INTERNATIONAL BUSINESS"
for the Master's Degree program

Syllabus of the Educational Component "GLOBAL MARKETING STRATEGIES IN INTERNATIONAL BUSINESS" for Master's Degree Program

Prepared by: Skorokhod Iryna Sviatoslavivna, Doctor of Economics, Professor of the Department of International Economic Relations.

Approved by:
Guarantor of the Educational and Professional Programme:

(Kytsyuk I.)

The syllabus of the educational component was approved at a meeting of the Department of International Economic Relations, Protocol No. 6 of February 10, 2026.

Head of the Department:



(Boiar A.O.)

I. Description of the educational component

Name of indicators	Field of knowledge, specialty, educational and professional program (EPP), level of higher education	Characteristics of the educational component
Full-time form of education	Field of knowledge C "Social Sciences, Journalism, Information and International Relations", specialty C1 "Economics and International Economic Relations (by specializations)", specialization "International Economic Relations", EPP "International Economic Relations", the second (master's) level of higher education	Selective
Number of hours/credits 120/4		Year of study – 3
		Semester 3
INDT: Yes		Lectures – 10 hours.
		Practical (seminar) – 14 hours.
		Self-study – 88 hours.
		Consultations – 8 hours.
		Form of control: credit
Language of instruction		Ukrainian or English (choice is made during registration for optional classes)

II. Information about the teacher

Name: *Skorokhod Iryna Sviatoslavivna*

Scientific degree: *Doctor of Economics*

Academic title: *Professor*

Position: *Professor of the Department of International Economic Relations*

Contact information: +380506034650, Iryna.Skorohod@vnu.edu.ua

Class days: <http://94.130.69.82/cgi-bin/timetable.cgi?n=700>

III. Description of the educational component

1. Course abstract.

The course is aimed at developing the mechanisms for companies to enter and establish themselves in global markets. The tasks, functions, and principles of strategic marketing planning and the global marketing mix of multinational enterprises will be considered. Particular attention will be paid to methods for evaluating the choice between global standardization and local adaptation of a company's product. The practical aspects of companies forming competitive advantages and developing global marketing strategies, taking into account cultural barriers, economic instability, and regulatory restrictions in different countries will be studied. The course combines classical theories of international trade with the latest tools of strategic marketing and international brand management.

2. The purpose and objectives of the educational component.

The purpose of the course is to provide higher education applicants with a set of knowledge and practical skills for developing and implementing an effective global marketing strategy for a company. The objectives of the course are: to familiarize students with the conceptual foundations of a company's global marketing activities; analyze the international marketing environment; study methods for assessing the status of a company's existing strategy; explore the global marketing

complex of international business; and master various types of global marketing strategies for companies.

3. Soft skills:

- ability to conduct comprehensive analysis of the external environment for different regions of the world;
- ability to evaluate the effectiveness of existing strategies and develop optimal strategies for the company's entry into new markets;
- willingness to make decisions regarding changes in marketing strategy in conditions of global instability and crisis;
- ability to present the results of marketing analysis and conduct reasoned discussions on the development and implementation of global marketing strategies in international business.

4. Structure of the educational component.

Topics to be covered	Total	Lect.	Sem.	Self-study	Cons.	Form of control/ Points
Content Module 1. Theoretical Foundations of Marketing Planning						
Topic 1. Global marketing in international business	16	1	2	12	1	DS/10
Topic 2. International marketing environment	18	2	2	13	1	DS/10
Topic 3. Analysis of company resources and competitive capabilities	17	1	2	13	1	DS/10
Topic 4. Strategic marketing planning	18	2	2	13	1	DS/10
Total for the module 1	69	6	8	51	4	40
Content Module 2. Practical Aspects of Developing and Implementing Global Marketing Strategies						
Topic 5. Organization and strategies of global marketing activities	17	1	2	12	2	DS/5; PS/CS/5
Topic 6. Global marketing mix	16	1	2	12	1	DS/10
Topic 7. Analysis of global marketing strategies of companies in the international market	18	2	2	13	1	DS/5; SGW/5
Total for the module 2	51	4	6	37	4	30
Types of Final Assignments:						
INDT						INDT /30
Total Hours/Points	120	10	14	88	8	100

Form of control: DS – discussion, PS/CS – problem-solving /case study, SGW – small-group work, INDT / IRS – individual task / individual work of the applicant for education.

5. Tasks for self-study.

1. Study the evolution of the marketing philosophy of a selected transnational corporation and identify the transition points from the strategy of expanding the domestic market to the concept of global marketing.

2. Analyze the political and legal barriers in the international environment that have arisen in connection with the introduction of the carbon adjustment mechanism for imports into the EU and their impact on the marketing strategy of Ukrainian exporters.

3. Assess the impact of sociocultural factors in the marketing environment on the success or failure of an American brand's advertising campaign in the Middle East markets.
4. Consider the criteria for segmenting the global consumer market and justify the choice of target segments for a Ukrainian IT startup to enter the US market.
5. Analyze the company's international marketing communications complex and evaluate the brand, taking into account the cultural differences of consumers.
6. Research global pricing strategies and consider their impact on product competitiveness in markets with low purchasing power.
7. Identify the conditions under which it is advisable for companies to choose a strategy of complete product standardization.
8. Identify the ethical and regulatory barriers that most often arise when implementing a single advertising campaign in markets with different religious and social norms.
9. Examine practical examples of the application of various types of global marketing strategies by companies in international and Ukrainian business.
10. Evaluate the marketing strategy of the selected company and analyze the tools it uses to capture a new segment of the global market.

IV. Grading Policy

Class attendance is a compulsory component. If the student is absent during the seminar for valid reasons, he/ she can complete the seminar in the handwritten form. For objective reasons (for example, illness, employment, internship), training can take place online upon agreement with the dean's office (platform Microsoft Teams). The maximum number of absences allowed without a valid reason is 2.

The compliance with the norms of the Code of Academic Integrity of VNU (<http://surl.li/aagxg>) during the study process is mandatory. Assignments that are submitted late without valid reasons will receive a lower grade. Rescheduling seminar topics or completing assignments for ongoing assessment is possible if there are valid reasons (e.g., sick leave).

Assignments that are submitted late without reason will be graded at a lower score (75% of the maximum possible points for the activity). The repassing of modules takes place with the teacher's permission if there are reasons (for example, sick leave). It is possible to enroll the results of formal or non-formal education as separate topics or content modules of the course in accordance with the Regulations of the University (<http://surl.li/sbwzdh>).

The maximum number of points for studying the course is 100, including:

- up to 70 points for participation in discussions during seminar classes (up to 10 points for each seminar) (Module 1);
- up to 30 points for completing the INDT (Module 2).

The required minimum for successful completion of the course is 60 points.

The overall grade for the course is calculated as the sum of points for both modules. The grade is given according to the grading scale (table below).

At the request of the student and if there is an extra space for it, up to 15 bonus points can be added to the total number of points the student has earned during the course. These bonus points are given to the student by the IRF dean's office for active participation in extracurricular work (educational, scientific, self-governmental, volunteer, etc.). The availability of such points is confirmed by a certificate issued by the dean's office.

V. Final assessment

The form of final control is a pass or fail credit. The pass credit is assigned to the applicant automatically if he/she has completed all types of works provided for by the syllabus of the educational component and received 60 or more points. In the case when a student scored less than 60 points, he/she takes a pass/fail test during the liquidation of academic debt. In this case, the points

scored during the semester assessment are canceled. The maximum number of points a student can get during the liquidation of academic debt is 100. Retaking the pass/fail test is allowed no more than twice for each educational component: once – to the teacher, the second time – to the commission created by the dean of the faculty (see the Regulations on the current and final assessment of the knowledge of students at Lesya Ukrainka Volyn National University – <http://surl.li/ddfha>).

For students of the EPP of the specialties "Medicine", "Dentistry", "Pharmacy", "Therapy and Rehabilitation", the transfer of points to a 200-point scale is carried out by multiplying the points of the 100-point scale by 2.

Questions for the Final Credit:

1. The essence of global marketing.
2. Factors and conditions for the formation of a company's global marketing activities.
3. Forms of companies' entry into foreign markets and criteria for selecting a distribution channel.
4. Key factors of the external environment of indirect influence.
5. Cultural and institutional determinants of the global marketing environment.
6. Factors of the external environment of direct influence.
7. Key economic characteristics of the industry.
8. Map of strategic groups as a tool for analyzing the competitive situation in the industry.
9. Assessment of the effectiveness of the company's existing strategy.
10. Competitiveness of the company in terms of prices and costs.
11. Competitive sustainability and strategic problems of the company.
12. The essence and tasks of strategic marketing planning.
13. Basic functions and principles of strategic marketing planning.
14. General characteristics of a marketing plan.
15. Information system for marketing decisions.
16. Organization of global marketing activities.
17. Essence and types of global marketing strategies.
18. Stages of developing marketing strategies for companies.
19. Global marketing strategies and global business support.
20. Organization of a global marketing complex.
21. Global product policy and international product life cycle management.
22. Global branding and marketing.
23. Pricing strategies in international business.
24. Global distribution channels.
25. Digital transformation of global communications.

Grading scale

Score in points	Linguistic assessment
90 – 100	Pass
82 – 89	
75 - 81	
67 -74	
60 - 66	
1 – 59	Fail (retake required)

**Scale of assessment of knowledge of students in the specialties "Medicine", "Dentistry",
"Pharmacy", "Therapy and Rehabilitation"**

Score in points	Linguistic assessment
170–200	Pass
150–169	
140–149	
130–139	
120–129	
0–119	Fail (retake required)

VI. Recommended Reading and Internet Resources

1. Kumar V. International Marketing Research: A Transformative Approach. Palgrave Macmillan Cham. 2024. 611 p. DOI: <https://doi.org/10.1007/978-3-031-54650-1>
2. Schlegelmilch B.B. Global Marketing Strategy: An Executive Digest. Springer Cham. 2022. 416 p. DOI: <https://doi.org/10.1007/978-3-030-90665-8>
3. Gillespie K., Swan K. S. Global Marketing. 5th Edition. Taylor & Francis Group. New York. 2021. 570 p. DOI: <https://doi.org/10.4324/9781003141709>
4. Hollensen S. Global Marketing. 8th edition. Pearson Education Limited. England. 2020. 99 p. URL: <https://surl.li/pilupg>
5. Стратегічний маркетинг: навч. посіб. (видання 2-ге, доповнене і перероблене) / Я. С. Ларіна, О. І. Бабічева, С. М. Боняр, Ю. М. Гальчинська. Суми: Олді+, 2025. 360 с.
6. Дудар Володимир. Управління маркетингом: електронний навч. посібник. Тернопіль: Західноукраїнський національний університет, 2022. 85 с. URL: <https://surl.lu/tmwres>
7. Стратегічний маркетинг: електронний навчальний посібник для студентів спеціальності 075 Маркетинг, ступеня вищої освіти магістр / Ю.Т. Процишин. Тернопіль: ЗУНУ, 2022 146 с. URL: <https://surl.li/hahfkt>
8. Маркетинг: навч. посіб. / Н. Іванечко, Т. Борисова, Ю. Процишин [та ін.]; за ред. Н. Р. Іванечко. Тернопіль: ЗУНУ, 2021. 180 с. URL: <https://surl.li/biecbp>
9. Сенишин О. С., Кривешко О. В. Маркетинг: навч. посібник. Львів: Львівський національний університет імені Івана Франка, 2020. 347 с. URL: <https://surl.lu/vcuiou>