

Ministry of education and science of Ukraine
Sumy national agrarian university
Faculty of economics and management
Department of public management and administration

Syllabus of the educational component
STRATEGY OF INTERNATIONAL AGRARIAN MARKETING

Specialty	073 Management
Educational program	Administrative management
HE level	The second (master's) level of higher education

Sumy 2023

reators:

Svitlana Lukash, PhD (Economics), ass.professor

Considered, reviewed and approved on the meeting of the department of	Minutes dated 05 June, 2023 # 11
Public management and administration	The head of the department _____ (sign) Slavkova O.P. (name)

Agreed:

Guarantor of the educational program _____
(sign) **Kalachevska L.I.**
(name)

Dean of the faculty where the educational program EP is implemented _____
(sign) **Lyshenko M.O.**
(name)

A review of the work program has been provided _____
(sign) **Slavkova O.P. (attached)**
(name)

(sign) **Brychko A.M. (attached)**
(name)

Methodist of the Department of Education Quality, licensing and accreditation _____
(sign) **(Baranik N.M.)**
(name)

Registered in the electronic database: date: _____ 2023

Information on viewing the work program (syllabus):

Academic year in which the changes are made	The number of the annex to the work program with a description of the changes	The changes were reviewed and approved		
		Date and number of the protocol of the meeting of the department	Head of department	Guarantor of EP

1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

1.	Name of EC	Strategy of International Agrarian Marketing		
2.	Faculty/Department	Economics and Management/ Department of Public Management and Administration		
3.	State of EC	Obligatory		
4.	Program(s) to which module is attached (<i>to be filled in for obligatory types</i>)	Educational and professional program "Administrative Management" of the second level of higher education, specialty 073 "Management"		
5.	Module can be suggested for (<i>to be filled in for optional types</i>)			
7.	Semester and duration of module	2 semester, 1-18 weeks		
8.	ECTS credits number	5 ECTS		
9.	Total workload and time distribution	Directed study		Self-directed study
		Lectures	Practicals	Labs
		30 hours	30 hours	90 hours
10.	Language of instruction	English		
11.	Lecturer/Leader of educational component	Svitlana Lukash, associate professor of Public management and administration department Consultation hours - every Monday at 12:15 p.m., room 205a (economic building)		
11.1	Contact information	svitlana.lukash@snau.edu.ua svitlana.lukash@gmail.com		

11.	Educational component description	<p>Academic discipline “Strategy of international agrarian marketing” can simply be defined as an organizational function and a set of processes for creating, communicating and delivering the value to the customers and managing the customer relationships in such a way that is beneficial for both the customers as well as the stakeholders. At international level, marketing can simply be defined as the process of finding out the needs of customers in foreign countries and then providing them the required entities at right place and at right price.</p> <p>The educational discipline provide students with theoretical and practical knowledge in conducting marketing activities in agriculture needed to achieve commercial objectives of the business.</p> <p>"Strategy of international agrarian marketing" is aimed at providing students with knowledge about: all the components of the marketing mix, especially commercial policy, the formation of a trade brand; features development of strategy; various methods of communication and distribution channels of products.</p> <p>As a result of academic discipline’s study of a student should:</p> <p>know: features of Agrarian marketing, specificity and level of usage, the concept of agrarian marketing environment in particular economic, social, cultural, political and legal environment, especially the segmentation of agricultural markets, its stages and factors of influence, understand the process of marketing research in agricultural markets, basic forms and strategies entering the markets, all the components of the marketing mix, especially commercial policy, the formation of a trade brand; features development of pricing strategy and the classification of prices that are found in marketing; various methods of communication and distribution channels of agricultural products.</p> <p>be able: to conduct marketing research of the agricultural market using various instruments; to conduct market segmentation, to analyze the environment of marketing, expect the price of goods, to choose the best channel of product’s distribution, to develop brand product and to promote this product in the market using various methods of marketing communication plan and to monitor the agricultural marketing, to develop job descriptions and provisions for the establishment of marketing in agribusiness.</p>
12.	Educational component aim	<p>The purpose of studying the discipline " Strategy of international agrarian marketing " is the the formation of students’ theoretical and practical knowledge in conducting marketing activities in agriculture needed to achieve commercial objectives of the business.</p> <p>Objectives: holistic formation of students’ imagination about the specifics of marketing in agriculture; mastering categorical apparatus used in carrying out marketing activities; forming a system of knowledge about the theoretical foundations marketing environment analysis and evaluation of its attractiveness for activities in the agricultural sector; assimilation methods for processing and marketing information in business;</p> <p>identification of key components and features of building marketing policy on agricultural markets; forms of cooperation between business partners in trading networks; features of communication policy on agricultural markets; especially the formation of a marketing policy on agricultural commodity markets; studying the peculiarities of different marketing strategies; understanding of marketing communication policy on agricultural markets; acquiring skills in shaping marketing policies of the company; provide a framework for the usage of theoretical knowledge in practice.</p>
13.	Prerequisites for educational component studying, connection with other educational components of EP	<p>The educational component is the basis for such courses as Enterprise Planning, Agrarian Policy.</p>

15.	Policy of academic integrity	<p>According to the Code of Academic Integrity of the Sumy NAU, academic integrity is a set of principles, rules of behavior of participants in the educational process, aimed at forming an independent and responsible personality, capable of solving tasks in accordance with the educational level in compliance with the norms of law and social morality.</p> <p>Observance of academic integrity by students of higher education involves independent performance of educational tasks, tasks of current and final control, learning results.</p> <p>It is expected that students of higher education will adhere to the principles of academic integrity, being aware of the consequences of its violation, which is determined by the regulatory documents of the Sumy National Agrarian University, in particular the Code of Academic Integrity, the Regulations on the Prevention and Detection of Academic Plagiarism at the Sumy NAU (a full list of regulatory documents is posted on the university's website. https://snau.edu.ua/viddil-zabezpechennya-yakosti-osviti/zabezpechennya-yakosti-osviti/akademichna-dobrochesnist/).</p> <p>For violation of academic integrity, students of higher education may be held to the following academic responsibility:</p> <ul style="list-style-type: none"> - repeated assessment (test, exam, credit, etc.); - repeated completion of the training course; - warning; - issuing a reprimand; - expulsion from the university; (Part 5 of Article 48 of the draft Law of Ukraine "On Education"); - arrest or restriction of liberty, or deprivation of liberty, with deprivation of the right to hold certain positions or engage in certain activities with a fine.
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2. LEARNING OUTCOMES UNDER THE EDUCATIONAL COMPONENT AND THEIR RELATIONSHIP WITH PROGRAM LEARNING OUTCOMES

Learning outcomes for EC (MLOs): On successful completion the educational component, the student will be able...	Program learning outcomes, PLOs (specify the number according to the numbering given in EP) ¹				How assessed
	PLO5	PLO7	PLO14	PLO16	
MLOs 1. Apply the conceptual and categorical apparatus and tools of international agrarian marketing to develop and implement appropriate strategies and plans.	x		x	x	Conducting modular and attestation control
MLOs 2. Create and organize effective communications in the process of international agrarian marketing.		x		x	Current test control (tests on the Kahoot platform, case study)
MLOs 3. To evaluate and manage the ability to form alternative strategic directions international agrarian marketing for the development of the company/industry/country	x		x		Practical classes, (business game; solution of practical cases, discussing situational tasks)
MLOs 4. Apply various methods of for analyzing markets, to form a system of promotion of goods and services, to develop the image of the object of managemens.		x	x	x	Practical classes (work in groups, solving practical cases, discussing situational tasks)
MLOs 5. Independent study educational and scientific literature, including Internet resources on international marketing strategies issues	x	x	x	x	Preparation and public presentation of topics for seminar classes

3. CONTENT OF THE EDUCATIONAL COMPONENT (CURRICULUM PROGRAM)

Topic. List of issues to be considered within the topic	Distribution within the general time budget			Self-directed study	Learning resources
	Directed study				
	Lectures	Practicals	Labs		
Topic 1. Nature of international marketing Process of international marketing, International dimensions of marketing, Domestic marketing vs. international marketing, The applicability of marketing, Multinational corporations (MNCs): Pros and cons, Multinationality and market performance, Characteristics of MNCs; The process of internationalization, Benefits of international marketing: Survival and growth, Sales and profits, Diversification, Inflation and price moderation, Employment, Standards of living, Understanding of marketing process	2	2		5	1,2,4,5,6,7
Topic 2. Trade theories and economic development Basis for international trade Production possibility curve, Principle of absolute advantage, Principle of comparative/relative advantage, Exchange ratios, trade, and gain, Factor endowment theory, The competitive advantage of nations, A critical evaluation of trade theories, The validity of trade theories, Limitations and suggested refinements, Economic cooperation, Levels of economic integration, Economic and marketing implications.	2	2		5	1,2,4,5,6,7
Topic 3. Trade distortions and marketing barriers Protection of local industries: Keeping money at home, Reducing unemployment, Equalizing cost and price, Enhancing national security, Protecting infant industry; Government: a contribution to protectionism; Marketing barriers: tariffs: Direction: import and export tariffs, Purpose: protective and revenue tariffs, Length: tariff surcharge versus countervailing duty, Rates: specific, ad valorem, and combined, Distribution point: distribution and consumption taxes; Marketing barriers: nontariff barriers: Government participation in trade, Customs and entry procedures, Quotas, Financial control; Private barriers; Preferential systems: Generalized system of preferences (GSP), Caribbean basin initiative (CBI), Other preferential systems; Some remarks on protectionism..	2	2		5	1,2,4,5,6,7
Topic 4. Consumer behavior in the international context Perspectives on consumer behavior; Motivation; Learning; Personality: Personality traits, Hofstede's national cultures, Clustering: commonality and diversity; Psychographics; Perception: Formation of perception, Country of origin and perceived product quality; Attitude; Social class; Group; Family; Opinion leadership; Diffusion process of innovations..	2	2		5	1,2,4,5,6,7
Topic 5. Marketing research and information system Nature of marketing research; Marketing information sources; Secondary research: Private sources, Public sources; Primary research; Sampling; Basic methods of data collection: Observation, Questioning; Measurement: Conceptual equivalence, Instrument equivalence, Linguistic equivalence, Response style, Measurement timing, External validity; Marketing information system: System development, Desirable characteristics, Subsystems.	2	2		6	1,2,4,5,6,7
Topic 6. Foreign market entry strategies Foreign direct investment (FDI); Exporting; Licensing; Management contract; Joint venture; Manufacturing; Assembly operations; Turnkey operations; Acquisition; Strategic alliances; Analysis of entry strategies; Foreign trade zones (FTZs).	2	2		6	1,2,4,5,6,7
Topic 7. Product strategies: Basic decisions and product planning What is a product?: New product development; Market segmentation; Product adoption; Theory of international product life cycle (IPLC): Stages and characteristics, Validity of the IPLC, Marketing strategies; Product standardization vs. product adaptation: Arguments for standardization, Arguments for adaptation; A move toward world product: international or national product?; Marketing of services: Importance of services, Types of services, The economic and legal environment, Marketing mix and adaptation; Market entry strategies.	2	2		6	1,2,4,5,6,7

Topic 8. Product strategies: Branding and packaging decisions Branding decisions; Branding levels and alternatives: Branding vs.no brand, Private brand vs. manufacturer's brand, Single brand vs. multiple brands, Local brands vs. worldwide brand; Brand consolidation; Brand origin and selection; Brand characteristics; Brand protection; Packaging: functions and criteria; Mandatory package modification; Optional package modification.	2	2		6	1,2,4,5,6,7
Topic 9. Channels of distribution Direct and indirect selling channels, Types of intermediaries: direct channel, Types of intermediaries: indirect channel, Channel development, Channel adaptation, Channel decisions, Determinants of channel types, Selection of channel members, Representation agreement and termination, Black market, Gray market, Distribution of services.	2	2		6	1,2,4,5,6,7
Topic 10. Physical distribution and documentation Modes of transportation: Land, Air, Water; Cargo or transportation insurance; Packing: Packing problems, Containers; Freight forwarder and customs broker; Documentation: Shipping documents, Collection documents	2	2		6	1,2,4,5,6,7
Topic 11. Promotion strategies: Personal selling, publicity, and sales promotion Promotion and communication; Promotion mix; Personal selling: Personal selling vs. Advertising, Varying quality and style of personal selling, Intercultural negotiation, Motivation, Telemarketing, Expatriate personnel; Publicity: The nature of publicity, The management of publicity, Negative publicity; Sales promotion: The nature of sales promotion, Restrictions; Overseas product exhibitions.	2	2		6	1,2,4,5,6,7
Topic 12. Promotion strategies: Advertising The role of advertising; Patterns of advertising expenditures; Advertising and regulations; Advertising media: Television, Radio, Newspapers, Magazines, Direct mail, Outdoor, Internet, Screen (cinema), Directories, Rural media, Stadiums, Other media, Media mix; Standardized international advertising: Three schools of thought, Feasibility and desirability, Research and empirical evidence, A decision-making framework; Global advertising: true egocentricity.	2	2		6	1,2,4,5,6,7
Topic 13. Pricing strategies: Basic decisions The role of price; Price standardization; Pricing decisions: Supply and demand, Cost, Elasticity and cross-elasticity of demand, Exchange rate, Market share, Tariffs and distribution costs, Culture; Alternative pricing strategies; Dumping: Types of dumping, Legal aspect of dumping, How to dump (legally and illegally); Price distortion; Inflation; Transfer pricing	2	2		6	1,2,4,5,6,7
Topic 14. Pricing strategies: Countertrade and terms of sale/payment Countertrade: Types of countertrade, Problems and opportunities; Price quotation; Terms of sale: Trade terms, Quotation guidelines; Methods of financing and means of payment: Consignment, Open account, Cash in advance, Bill of exchange (draft), Bankers' acceptance, Letter of credit (L/C).	-	-		8	1,2,4,5,6,7
Topic 15. Sources of financing and international money markets Nonfinancial institutions: Self-financing and debt financing, Equity financing; Financial institutions; Government agencies; International financial institutions/development banks: World Bank, International Development Association (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA), International Centre for Settlement of Investment Disputes (ICSID); International Monetary Fund (IMF): Special drawing right (SDR), Functions; Financial centers: Euromarkets, Asian Dollar Market.	2	2		6	1,2,4,5,6,7
Topic 16. Currencies and foreign exchange Money; Foreign exchange; Foreign exchange market; Foreign exchange rate: Currency equilibrium, Effect of devaluation; Exchange rate systems: Gold standard, Par value (adjustable peg), Crawling peg (sliding or gliding parity), Wide band, Floating (flexible) system; Official classification of exchange rate regimes; Evaluation of floating rates; Financial implications and strategies: Early warning systems, Hedging, Leading and lagging, Invoicing, Pass-through costs, Other strategies.	2	2		6	1,2,4,5,6,7
Total	30	30		90	

4. TEACHING AND LEARNING METHODS

MLO	Teaching methods (work to be carried out by the teacher <u>during classroom classes</u> , consultations)	Number of hours	Teaching methods (what types of educational activities should the student <u>perform independently</u>)	Number of hours
MLOs 1. Apply the conceptual and categorical apparatus and tools of international agrarian marketing to develop and implement appropriate strategies and plans.	Lecture, practical session, discussion, explanation, express survey	8	Development of theoretical material, a report with a presentation on the topic of independent study of the discipline	12
MLOs 2. Create and organize effective communications in the process of international agrarian marketing.	Lecture, practical session, discussion, work in small groups, explanations, solution of situational problems, express survey	16	Development of theoretical material, solution of individual tasks, visual presentation, business games	16
MLOs 3. To evaluate and manage the ability to form alternative strategic directions international agrarian marketing for the development of the company/industry/country.	Lecture, practical session, discussion, work in small groups, explanations, solution of situational problems, express survey	20	Development of theoretical material, solution of individual tasks, casestudy, visual presentation	26
MLOs 4. Apply various methods of for analyzing markets, to form a system of promotion of goods and services, to develop the image of the object of managemens.	Lecture, practical session, discussion, explanation, express survey	8	Development of theoretical material, solution of individual tasks, casestudy, visual presentation	18
MLOs 5. Independent study educational and scientific literature, including Internet resources on business management issues	Lecture, practical session, discussion, explanation, express survey	8	Development of theoretical material, a report with a presentation on the topic of independent study of the discipline, participation in a discussion on the chosen topic	18
Number of hours		60		90

5. EVALUATION BY THE EDUCATIONAL COMPONENT

5.1.1 To assess the expected learning outcomes, it is provided:

№	Methods of summative assessment	Points / Weight in the overall assessment	The date of compilation
1.	Testing (multiple choice, open type tests)	45/45%	7-8 week
2.	INHT (calculation task)	25/25%	17-18 week
3.	Exam (written answer to open questions and performance of a practical calculation task)	30 / 30%	According to the session's schedule

5.1.2 Evaluation criteria

Component	Unsatisfactory	Satisfactory	Good	Excellent
INHT	< 15 points	15-17 points	18-22 points	23-25 points
	<i>The task requirements have not been fulfilled</i>	<i>Most of the requirements are met, but individual components are missing or insufficiently disclosed, there is no analysis of other approaches to the issue</i>	<i>All requirements of the task have been fulfilled</i>	<i>All the requirements of the task were met, creativity and thoughtfulness were demonstrated, and an own solution to the problem was proposed</i>
Testing	<27 points	27-33 points	34-40 points	41-45 points
	the correct answer was provided for less than 60% of the tasks	<i>the correct answer was provided for 60%-74% of the tasks</i>	<i>the correct answer was provided for 75%-89% of the tasks</i>	<i>90% or more tasks were answered correctly</i>

5.2 Formative assessment:

5.2.1 To evaluate the current progress in education and understand the areas of further improvement, it is provided

№	Elements of formative assessment	Date
1	Testing using Kahoot after learning all topics	constantly
2	Verbal feedback from the teacher during classroom work	constantly
3	Oral survey during classes and feedback from the teacher during classroom work	constantly
4	Conversation and discussion during classroom lectures	constantly
5	Written feedback from the teacher based on the results of the INHW	7-8 week
6	Discussion of situational tasks and presentations on the subject of independent study of the discipline	constantly
7	Verbal feedback from the teacher and students after the exam	18 week

Self-assessment can be used as an element of summative assessment and formative assessment.

5.3 Total number of points for EC and rating scale

The total number of points for the educational component is 100 points.

5.3.1 Evaluation scale operating at the University:

The sum of points for all types of educational activities	Evaluation on a national scale	
	For an exam, course project (work), practice, qualification work	For a credit
90 – 100	excellent	passed
82-89	good	
75-81		
69-74		
60-68	satisfactory	not passed with the possibility of retaking
35-59	not satisfactory with the possibility of retaking	
0-34	not satisfactory with obligatory repeated study of the discipline	not passed with obligatory repeated study of the discipline

EDUCATIONAL RESOURCES (LITERATURE)

Main resources

Books, textbooks

1. Cateora, Philip R. International marketing/Philip R. Cateora, Mary C. Gilly, John L. Graham. — 15th ed. – 2011 - 572 p.
2. Sak Onkvisit and John J. Shaw International Marketing Analysis and strategy Fourth edition – 2010 – 577p.
3. Fiona Smith Agriculture and the WTO Towards a New Theory of International Agricultural Trade Regulation– 2009 – 165p.

Methodical recommendations

4. Lukash S. E-course on “Strategy of international agrarian marketing”: <https://cdn.snau.edu.ua/moodle/course/view.php?id=3097>
5. Lukash S. Course-book for English-speaking Students of Economics and Management Faculty, 1rd year of study master’s degree, speciality 073 “Management” EP “Administrative management”. June, 2019. - 115 p.
6. Lukash S. Strategy of international agrarian marketing: methodical recommendations for practical classes for english-speaking students of master’s degree of speciality 073 “Management”, educational program “Administrative management” for daily form of studying/ Sumy, 2021, 94 p.
7. Lukash S. Strategy of international agrarian marketing: methodical recommendations for individual work for english-speaking students of master’s degree of speciality 073 “Management”, educational program “Administrative management” for daily form of studying/ Sumy, 2021, 25 p.

Additional sources

1. Introduction to Global Marketing – A more in-depth look at the evolution and framework of international marketing: <http://www.fao.org/3/W5973E/w5973e02.htm>
2. American Marketing Association – A professional association dedicated to the practice and teaching of marketing worldwide: <https://www.ama.org/the-new-ama-website/>
3. Export.gov – A site provided by the US Department of Commerce as a resource for market research information: <https://www.export.gov/welcome>
4. Country Profiles – The British Broadcasting Corporation provides you with brief, useful profiles of nations around the world, reducing the chances of international misunderstandings: http://news.bbc.co.uk/2/hi/country_profiles/default.stm
5. Everything International – Written and maintained by Philadelphia University which offers links and resources for international trade: http://fita.org/webindex/browse.cgi/Entering_International_Markets/International_Market_Research
6. Country, Economy, and Regional Information – Provided by the Australian Department of Foreign Affairs and Trade, this site includes facts about the people, history, political conditions, and more about every country: <https://dfat.gov.au/geo/pages/countries-and-regions.aspx>
7. Academy of Marketing Science: <https://www.ams-web.org/>
International Trade Statistics: https://www.wto.org/english/res_e/statis_e/statis_e.htm

РЕЦЕНЗІЯ НА РОБОЧУ ПРОГРАМУ (СИЛАБУС)

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента гарантом або членом проєктної групи	Так	Ні	Коментар
Результати навчання за освітнім компонентом (ДРН) відповідають НРК			
Результати навчання за освітнім компонентом (ДРН) відповідають передбаченим ПРН (для обов'язкових ОК)			
Результати навчання за освітнім компонентом дають можливість виміряти та оцінити рівень їх досягнення			

Член проєктної групи ОП Адміністративний менеджмент,
к.е.н., доцент

Бричко А.М.

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента викладачем відповідної кафедри	Так	Ні	Коментар
Загальна інформація про освітній компонент є достатньою			
Результати навчання за освітнім компонентом (ДРН) відповідають НРК			
Результати навчання за освітнім компонентом (ДРН) дають можливість виміряти та оцінити рівень їх досягнення			
Результати навчання (ДРН) стосуються компетентностей студентів, а не змісту дисципліни (містять знання, уміння, навички, а не теми навчальної програми дисципліни)			
Зміст ОК сформовано відповідно до структурно-логічної схеми			
Навчальна активність (методи викладання та навчання) дає змогу студентам досягти очікуваних результатів навчання (ДРН)			
Освітній компонент передбачає навчання через дослідження, що є доцільним та достатнім для відповідного рівня вищої освіти			
Стратегія оцінювання в межах освітнього компонента відповідає політиці Університету/факультету			
Передбачені методи оцінювання дозволяють оцінити ступінь досягнення результатів навчання за освітнім компонентом			
Навантаження студентів є адекватним обсягу освітнього компонента			
Рекомендовані навчальні ресурси є достатніми для досягнення результатів навчання (ДРН)			
Література є актуальною			
Перелік навчальних ресурсів містить необхідні для досягнення ДРН програмні продукти			

Завідувач кафедри
публічного управління та адміністрування,
д.е.н., проф.

Славкова О.П.