

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Export Marketing principles and tools				
Course code (LAIS):					
Study programme:	Business administration				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
Course Author/ Tutor:	Maira Leščevica				
	Professor, Dr.oec.				
	Email: maira.lescevica@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 1				
Language:	Latvian, English				
Prerequisites for the Course:	Business Management, Entrepreneurship, Introduction to Marketing				
Course Summary:	The aim of the course is to stimulate students' interest in the types of export of goods and services and to develop a specific export marketing plan for a small unique Latvian business.				
Assessment:	Examination				
Requirements for Credits:	Developed and defended export marketing plan				
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.:				
	<ul style="list-style-type: none"> - study papers must be independently developed; - the study work should reference all statements, ideas and data used that have been authored by someone else; - appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; - the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. <p>In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.</p>				
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes			The evaluation methods and criteria	
	Knowledge			Homeworks, submissions, discussions	
	Will know different ways of cooperation				
	Will know the essence and components of export strategy				
	Will know international marketing tools				
	Will know export pricing and sales promotion				
	Skills			Presentations of group works	
Will be able to organize export product development					
Will be able to create sales in the international market					

	Will be able to write an export plan	
	Competency	
	Understands the details of an export work organization for implementation of an export plan	Report and presentation defence
Course Compulsory literature:	<ul style="list-style-type: none"> Solberg C.A. (2018) International Marketing, 1st edition, Routledge publications Zimmerman A., Blythe J. (2018) Business to Business Marketing Management, 3rd edition, Routledge publications 	
Course additional literature:		
Course confirmation date:	6., January 2020.	
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	The process and nature of internationalization. Development of strategy for international market	4	6	Lecture and practical tasks
	Information International Marketing Decisions	4	6	Lecture and practical tasks
	International market selection and market portfolio	4	6	Lecture and practical tasks
	Types of activity in international markets	4	6	Lecture and practical tasks
	Partners and types of partnerships	4	6	Lecture and practical tasks
	Export market adaptation	4	6	Lecture and practical tasks
	Product, Price, and Promotion Strategies	4	6	Lecture and practical tasks
	Exam: Defending Export Marketing Plan	4	6	Defence of final presentation
	Hours total:	32	48	