

## DISCIPLINE RECORD

### Academic year 2025/2026

#### 1. Information about the program

University	Constanta Maritime University
Faculty	Navigation and Maritime Transport
Department	Management in Transport
Domain of study	Engineering and Management
Academic level	Master
Study programme/ qualification	Business Administration in Transport

#### 2. Information about discipline

Course title	Advanced International Marketing				
Lecture tenured	Senior Lecturer Viorela STÎNGĂ PhD				
Application tenured	Senior Lecturer Viorela STÎNGĂ PhD				
Year of study	V	Semester	I	Type of examination	E
Conditions of discipline	Course category: DF – Fundamental subjects, DS – Specialization subjects, DC – Complementary subjects				DS
	Course type: DOB – compulsory subjects; DOP – elective subjects; DFA – optional subjects				DOP

#### 3. The total time estimated

I a) Number of hours per week	4	Course	2	Seminar	2	Laboratory		Project	
I b) Total hours per semester from the curriculum	56	Course	28	Seminar	28	Laboratory		Project	

II Time distribution for the semester:	ore
II a) Study after manual, course support, bibliography and notes	10
II b) Additional documentation in library, specialized electronic platforms	6
II c) Training seminars / labs, homework, essays, portfolios and essays	3
III Tutorial	
IV Examinations	2
V Other activities:	

Total hours of individual study II (a+b+c)	19
Total hours per semester (Ib+II+III+IV+V)	77
Number of credits	3

#### 4. Prerequisites (if necessary)

Curriculum	<ul style="list-style-type: none"> <li>Marketing</li> </ul>
Expected learning outcomes	<ul style="list-style-type: none"> <li>Understanding the notions regarding marketing</li> </ul>

#### 5. Conditions (if necessary)

Progress of the course	<ul style="list-style-type: none"> <li>Video projector room, PPT presentation</li> </ul>	
Progress of application	Seminar	<ul style="list-style-type: none"> <li>Video projector room, PPT presentation</li> </ul>
	Laboratory	<ul style="list-style-type: none"> <li></li> </ul>
	Project	<ul style="list-style-type: none"> <li></li> </ul>

#### 6. Objectives of discipline (based on the grid of specific skills acquired – no7)

The overall objective of discipline	<ul style="list-style-type: none"> <li>The aim of this course is to introduce the students to International Marketing, which explains how International Markets operate in an International Environment. The objective of the problems is to enhance the student's understanding of analytical techniques- more emphasis on policy, financial</li> </ul>
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	performance and managerial implications of International Marketing. This course will help the students understand and analyze the business environment, using financial indicators and specific techniques.
The specific objectives of discipline	<ul style="list-style-type: none"> <li>This course is designed to develop the students' managerial decision making ability in international marketing. The course will focus on the internationalization process of firms, the unique issues in international marketing, and international marketing strategy.</li> </ul>

**7. Expected learning outcomes:**

No.	Knowledge	Skills	Responsibility and autonomy
1.	The student masters ICT solutions applicable to business problems.	The student advises on strategic business decisions based on data analysis.	The graduate assumes responsibility for implementing ICT innovations.
2.	The student comprehends organizational behavior and needs analysis.	The student builds and maintains effective business relationships.	The graduate identifies and reports previously undetected organizational needs.
3.	The student knows the principles of financial performance evaluation.	The student accurately interprets complex financial statements.	The graduate manages financial risk with autonomy.
4.	The student analyzes external factors impacting the business environment.	The student performs SWOT and PESTEL analyses.	The graduate recommends innovations in current business practices.
5.	The student has knowledge of project management methodologies.	The student applies modern economic and decision-making techniques.	The graduate initiates and manages projects with minimal supervision.
6.	The student masters techniques for data acquisition and processing.	The student evaluates business performance through financial indicators.	The graduate takes responsibility for continuous professional development.

**8. Competences covered by the discipline, according to the diploma supplement**

Professional competences	<ul style="list-style-type: none"> <li>Provides advice on efficiency improvements</li> <li>Analyzes external factors affecting companies                             <ul style="list-style-type: none"> <li>Adapts to changing situations</li> <li>Ensure project management</li> <li>Performs quality control</li> </ul> </li> <li>Focuses on innovation in current practices                             <ul style="list-style-type: none"> <li>Manage contracts</li> </ul> </li> </ul>
Transversal competences	<ul style="list-style-type: none"> <li>Seek innovation in current practices</li> <li>Propose ICT solutions to business problems</li> </ul>

**9. Contents**

Course	Nr. hours	Teaching methods	Obs.
<b>1. Introduction to International Marketing</b> Strategic concept of Marketing, Market needs and wants, guiding principles of the Marketing Company.	4	Power-point presentation	
<b>2. Global Marketing Environment</b> Introduction, Economic Environment-The World economy, International Trade Theory, Legal Environment, Social and cultural Environment.	4	Power-point presentation	
<b>3. Targeting Global Opportunities</b> Global market Segmentation, Targeting and global product Positioning,	4	Power-point presentation	
<b>4. Global Marketing Strategy</b>	4	Power-point presentation	

Entry and Expansion Strategies- Marketing and sourcing, Planning process and entry strategies, Cooperative strategies and global strategic partnerships, Competitive analysis and strategy, Strategic Positioning and Intent			
<b>5. Global Marketing Programs</b> Product decisions, International product strategies, Moving toward world product.	4	Power-point presentation	
<b>6. Branding</b> Branding and packaging decisions, marketing industrial products, International marketing of services, Basic pricing concepts.	4	Power-point presentation	
<b>7. Advertising</b> Global promotion, Channels of Distribution, Physical distribution and documentation.	4	Power-point presentation	
<b>Bibliography</b>			
<ul style="list-style-type: none"> <li>1. Advanced International Marketing, Stinga Viorela, course notes on eECampus platform</li> <li>2. International Marketing, Warren Keegan, Pearson Education Asia Ltd and Tsinghua University Press.</li> <li>3. Strategic Planning for Export Marketing, Franklin R Root Scranton, International Textbook Co.</li> <li>4. International Trade and Investment, Franklin R Root Scranton, International Textbook Co.</li> <li>5. International Marketing, Philip R Cateora and John L Graham Irwin/McGraw-Hill, Boston</li> <li>6. International Marketing (Analysis and strategy): Sak Onkvisit &amp; John J Shaw, Pearson Education Asia Ltd and Tsinghua University Press.</li> </ul>			
<b>Selective bibliography</b>			
<ul style="list-style-type: none"> <li>1. Advanced International Marketing, Stinga Viorela, course notes on eECampus platform</li> <li>2. International Marketing (Analysis and strategy): Sak Onkvisit &amp; John J Shaw, Pearson Education Asia Ltd and Tsinghua University Press.</li> <li>Course notes available on the platform campus.cmu-edu.eu</li> </ul>			

Application (Seminar / laboratory / project)	Nr. hours	Teaching methods	Obs.
<b>1. Concepts of International Marketing</b>	4	Power-point presentation	Class discussions and case analysis
<b>2. Global Marketing Environment-</b> Case study Nestle (Trade Distortions and Marketing Barriers)	4	Power-point presentation	Class discussions and case analysis
<b>3. Targeting Global Opportunities-</b> Case study Oriflame	4	Power-point presentation	Class discussions and case analysis
<b>4. Global Marketing Information Systems and Research -</b> Case study Metro	4	Power-point presentation	Class discussions and case analysis
<b>5. Global Marketing Programs-</b> International Product Strategies	4	Power-point presentation	Class discussions and case analysis
<b>6. Branding and Packaging Decision</b>	4	Power-point presentation	Class discussions and case analysis
<b>7. Advertising -</b> Global E-Marketing	4	Power-point presentation	Class discussions and case analysis
<b>Bibliography</b>			
<ul style="list-style-type: none"> <li>1. International Marketing, Warren Keegan, Pearson Education Asia Ltd and Tsinghua University Press.</li> <li>2. International Marketing (Analysis and strategy): Sak Onkvisit &amp; John J Shaw, Pearson Education Asia Ltd and Tsinghua University Press.</li> </ul>			
<b>Selective bibliography</b>			
<ul style="list-style-type: none"> <li>1. International Marketing, Warren Keegan, Pearson Education Asia Ltd and Tsinghua University Press.</li> <li>2. International Marketing (Analysis and strategy): Sak Onkvisit &amp; John J Shaw, Pearson Education Asia Ltd and Tsinghua University Press.</li> <li>Seminar notes available on the platform campus.cmu-edu.eu</li> </ul>			
<b>Additional Notes</b>			
<ul style="list-style-type: none"> <li>Students may take photographs or make audio-video recordings in classrooms where teaching activities are conducted <b>only with the consent of the instructor and under the conditions established by the instructor.</b></li> </ul>			

- Upon entering the classroom, students are kindly requested to **switch their mobile phones to silent mode and refrain from using them during classes.**
- All materials received by students, either directly or through postings on the platform *campus.cmu-edu.eu*, are subject to **national and international copyright legislation**. These materials may be used by students **solely for educational purposes**. Any other use or posting on publicly accessible websites without the consent of the copyright holder may be punished in accordance with **Law no. 8/1996 on copyright and related rights** and the **Berne Convention**.

**10. The corroboration of contents of discipline with expectations epistemic community representatives, professional associations and representative employers in the corresponding program**

- The content of the discipline takes into consideration the concerns of the professional institutions and organizations in the field, such as forwarding companies or port operators. Companies staff and stakeholders need to be able to engage in a much richer conversation about the trade-offs among policy and investment decisions.

**11. Examination**

Type of activity	Examination Criteria	Methods of examination	Percentage of final grade
Course		<b>The exam is a multiple choice test. It consists of questions with 4 answer options, of which only one is correct.</b>	<b>100%</b>
Seminar			
Laboratory			
Project			

**Grading Requirements**

Minimum score required: **50 points: 50-54->nota 5; 55-64-> nota 6; 65-74-> nota 7; 75-84-> nota 8; 85-94-> nota 9; 95-100-> nota 10**

**Additional Notes**

- A **midterm exam** may be organized during the semester.
- If a student participates in **conferences** (student, local, national, or international) or **competitions** (national or international) related to the subject of this course, they may receive **additional points or equivalence for certain assignments, papers, and/or attendance**, depending on the results obtained.
- During written examinations, students are **not allowed to use mobile phones or any other electronic devices, except for simple scientific calculators.**

Minimum performance standards

Date of completion	Signature of lecture tenured	Signature of application tenured
22.09.2025	Senior Lecturer Viorela STÎNGĂ PhD	Senior Lecturer Viorela STÎNGĂ PhD

Date of approval in the department	Signature of Director of Department
26.09.2025	Lecturer Ana Cornelia OLTEANU PhD

Date of approval in the faculty council	Signature of Dean
29.09.2025	Associated Professor Nicoleta ACOMI EngD