



Andrzej Frycz Modrzewski Krakow University

SUBJECT CARD

1. Basic information

Subject	International Marketing
Faculty	Faculty of Law
Field of study	International Relations
Specialisation	International Business
PQF level	6 PQF
Level of studies	first-cycle studies
Form of studies	full-time studies
Group of activities	-----
Number of ECTS credits	4
Subject type	specialization
Total number of hours	30h
Didactic cycle	2024/2025 winter
Academic semester	3
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Person responsible for the subject	dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)

Semester, number of ECTS credits, class type, number of hours

Semester	Lecture
3	30h 4 ECTS

2. Subject objectives

C1	To demonstrate the contemporary trends in international exchange and business relations.
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3. Prerequisites

Principles of Marketing

4. Learning content

W1	Knowledge: Student poseses basic knowledge of how international business works	EUK6_W1, EUK6_W2
U1	Skills: student is capable of identification of opportunities and threats in international context	EUK6_U1
K1	Social competence: student poseses competence to work in as a group member	EUK6_KS3, EUK6_KS4, EUK6_KS5

5. Curriculum content

Lecture (30 h)

Code	Topic blocks (semester: 3)
Wyk1	Block 1 -development of international business cooperation
Wyk2	Block 2 - trade liberalization and its consequences to international marketing
Wyk3	environmental analysis

6. Teaching methods

Lecture	
M6	Discussion
M16	Group work
M19	Case study
M20	Lecture

7. Student workload

Form of student activity	Student workload
Lecture	30h
Including the e-learning method:	0 h
Student's own work	
	70h
Total workload	
Total number of hours for the course	100 h
Total number of ECTS credits	4 ECTS

8.

Evaluation criteria

Course completion criteria:

Contribution to class discussion, active involvement in class work including e-learning, passed exam

Lectures (Final exam / Final pass)	
Grade 5:	very good understanding of: development of international business cooperation, trade liberalization and its consequences to international marketing and environmental analysis
Grade 4,5:	above good understanding of: development of international business cooperation, trade liberalization and its consequences to international marketing and environmental analysis
Grade 4:	good understanding of: development of international business cooperation, trade liberalization and its consequences to international marketing and environmental analysis
Grade 3,5:	above average understanding of: development of international business cooperation, trade liberalization and its consequences to international marketing and environmental analysis
Grade 3:	average understanding of: development of international business cooperation, trade liberalization and its consequences to international marketing and environmental analysis

9. Reading materials

Course reading materials

1. International Marketing, H. Leigh, L. Dahringer, NY, 2005, Thompson

Supplementary materials

1. Global Marketing, Svend Hollensen, Harlow, United Kingdom, 2016, Pearson Education Limited

10. Information about academic teachers

Lectureer(s) dr hab. Adam Figiel (e-mail: afigiel@uafm.edu.pl)