

<b>Module</b>	<b>International Agribusiness Marketing</b>
Module coordination	Conf. Dr. Diana Dumitraş (Cluj)
Language	English
Credits	7
Stud. Workload	210h, of which 56h contact
Frequency (WS / SS)	Yearly, SS
Teachers	Conf. Dr. Diana Dumitraş (Cluj)
Contents	<ul style="list-style-type: none"> <li>- Environment of International Marketing</li> <li>- Consumer behaviour in the international context</li> <li>- Planning for international marketing</li> <li>- Marketing research and information systems</li> <li>- Marketing strategy tools and techniques</li> </ul>
Qualification targets	<p>Students will be able to</p> <ul style="list-style-type: none"> <li>- Apply principles, norms and values of professional ethics in achieving the tasks and identifying the objectives, the available resources, the work stages, the time of execution, the deadlines and the risks related to marketing</li> <li>- identify of roles and responsibilities in a team and application of communication techniques and effective work within the team</li> </ul>
Literature	<p>Lecture based materials</p> <p>Dibb, S., L. Simkin, W.M. Pride, O.C.Ferrel, 2006, Marketing. Concepts and Startegies, 5th Edition, Houghton Mifflin, USA</p> <p>Kohls, R. and J. Uhl, 2002, Marketing of Agricultural Products, 9th edition, Upper Saddle River, NJ: Prentice–Hall</p> <p>Kotler, P., K.L. Keller, 2009, Marketing Management, 13th Edition, Pearson Education International</p> <p>Onkvisit, S., J.J. Shaw, 2009, International Marketing. Strategy and theory, 5th edition, Routledge, US</p>
Learning methods	Instructions (28 h), seminar (28 h)
Examination type	Written exam 100%
Study system usability	Compulsory module see § 7 (3) Examination Regulations MSc Sustainable Food Systems elective for students with focus on economics
Entrance requirements	Entrance requirements see § 6 Examination Regulations MSc Sustainable Food Systems