

SUBJECT CARD

1. Basic information

Subject	International Marketing
Faculty	Faculty of Law
Field of studies	International Relations
Specialization	international business
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	full-time studies
Group of activities	—
Number of ECTS points	2
Type of subject	specialization
Total number of hours	30 h
Didactic cycle	2024/2025 winter
Academic semester	3
Academic year	2
Education profile	general academic
Year of implementation	2025/2026
Language of instruction	English
Teacher(s)	dr hab. Adam Figiel

Semester, number of ECTS points, type of subject, number of hours

Semester	Lecture
3	30 godz. 2 ECTS

2. General objectives

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

4. Learning outcomes

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

5. Course program

Lecture (30 h)

Code	Detailed description of the 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. Didactic methods

Lecture	
M6	Discussion
M16	Group work
M19	Case study
M20	Lecture

7. Student workload

Number of hours under supervision	Student workload
Lecture	30 h
Including e-learning:	0 h

Student's own work	
	20 h

Total workload	
Total number of hours for the course	50 h
Total number of ECTS points	2 ECTS

8. Conditions for course completion

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. Literature

Basic literature

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

Supplementary literature

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

11. Information about academic teachers

The person responsible for the card

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

Teacher(s) conducting the subject

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