

**ODBOR ZA RAZVOJ PROGRAMA CJELOŽIVOTNOG UČENJA
EKONOMSKOG FAKULTETA SVEUČILIŠTA U RIJECI**

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Rijeka, 30.09.2024.

ZAPISNIK

sa osme sjednice **Odbora za razvoj programa cjeloživotnog učenja** u mandatnom razdoblju 2022.-2025. održane *elektroničkim putem* u petak, 27. rujna 2024. g.

Sudjelovali:

Izv.prof.dr.sc. Nikolina Dukić Samaržija, predsjednica

Izv.prof.dr.sc. Vesna Buterin, prodekanica za suradnju s gospodarstvom i poslovanje

Doc.dr.sc. Ivan Gržeta, prodekan za upravljanje kvalitetom i studentska pitanja

Prof.dr.sc. Ivana First Komen

Izv.prof.dr.sc. Bojana Olgić Draženović

Doc.dr.sc. Josip Čičak

Ana Malnar, mag.oec.

Na Odbor za razvoj programa cjeloživotnog učenja pristigao je zamolba za suglasnost za izvođenje kolegija *International marketing* i *Glogal Strategic Management* u okviru pilot-program *Managing Complexity* u inicijativi Sveučilišta u Rijeci i YUFE alijanse kao i predloženi uvjeti studiranja na klegiju *Internatinal marketing* u sklopu pilot projekta *Managing complexity* koji se izvodi u zimskom semestru.

Zaključak:

Odbor prihvaća prijedlog za izvođenje kolegija *International marketing* i *Glogal Strategic Management* u okviru pilot-program *Managing Complexity* u inicijativi Sveučilišta u Rijeci i YUFE alijanse i upućuje ga na potvrdu Fakultetskom vijeću.

Kao Odbor za razvoj programa cjeloživotnog učenja usvajamo da se kolegij *Internatinal marketing* u sklopu pilot projekta izvoditi u zimskom semestru u slijedećem obliku i sa sljedećim javno dostupnim informacijama:

- Host University: University of Rijeka
- Academic course level: Master
- Course is part of programme: International Business
- ECTS of course: 6
- Language(s): English
- Academic year: 2024/2025
- Method of delivery: Virtual
- Timing in the year (semester when the course is delivered): Semester I
- Course time table: 30 ac. hours
- Start course: 14-11-2024

- End course: 31-01-2025 (final exam in February)
- Registration start date: 16-09-2024 00:00 CET
- Registration deadline: 11-11-2024 23:59 CET
- Assessment details: team project: international marketing plan, exam, activity class participation
- Registration status: Open
- Seats available: 15 (for groups of at least 8 students a special group is formed, otherwise participants join a student group – to be agreed with interested participants before enrollment)
- Intended Learning Outcomes:
 1. Explain the impact of international marketing environment on strategic decisions of business entities.
 2. Create and present international marketing plan.
 3. Choose marketing mix strategies for the international market.
- Admission criteria: BSc in social sciences
- Subcategory: Skills of the Future
- Course lecturers: Prof. dr. sc. Ivana First Komen and Nina Grgurić Čop
- Contact person: nina.grguric.cop@efri.uniri.hr
- This activity has the following fee(s): citizens - 430 EUR
- Description: This course is open for all citizens, and it is part of the International Business study programme. Course objective is to provide citizens with knowledge about marketing strategies and activities in international markets. Content: Scope of international marketing. Culture as a determinant of the international environment. Other international environment forces. International marketing research. Consumers on the international market. Foreign markets entry strategies. Foreign markets expansion and globalization strategies. Market segmentation and positioning. Brand creation for international markets. Product in international marketing. Pricing in international markets. Distribution in international markets. Promotional mix of international marketing. International marketing plan. Trends in international marketing, ethics and social responsibility.

PREDSJEDNICA ODBORA:



Izv. prof. dr. sc. Nikolina Dukić Samaržija