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THE NECESSITY OF INTEGRATING THE EXPERIENCE OF UKRAINIAN ENTERPRISES INTO INTERNATIONAL MARKETING SYLLABI

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International marketing syllabus is being reviewed in the article. International teaching experience is being analyzed and the ways of course content actualization are being proposed.

Key-words: international marketing, education, syllabi.

Urgency. One cannot but agree that the world has become a more competitive place today. Ukraine, in its transitional stage is a dynamic society seeking its socio-economic stability, - one of the most important conditions necessary for integrating into the world's economic environment.

Objective. The necessary socio-economic development can only be based on up to date education. To provide such education the syllabus in general and of International marketing particularly need to contain information not only of internationally known companies but also of the local market players that show outstanding results.

The skeptics would claim that it is too early to speak about integration as itself, for Ukraine nowadays is but a weak and unstable socio-economic entity that could rather be a burden on the developed countries' shoulder. Still, one must admit that there has been some progress in recent years. First of all it concerns the acknowledgement of Ukraine as a sovereign state in the minds of the world's general public. These days as people are searching the map looking for this country, less and less of them go down the globe investigating the areas of the South Africa. To a certain extent this shift in the world's mentality has happened due to Ukrainian political activity, both inner and international. However there have been other facts influencing the attitude to Ukraine in the world. One of the most important of them is that Ukrainian enterprises have become desirable business partners for many foreign countries. For instance AXA Insurance bought Ukrainian Insurance Company "Vesko", Credit Agricole acquired "Index Bank", Kraft Foods – "Svitoch" and Mercedes-Benz signed association agreement with LAZ bus building facility.

With the growing number of international contacts maintained by Ukrainian business and administrative units grows the need for highly skilled specialists, able to effectively manage the international business. It is logical that the responsibility for preparing such specialists rests entirely with high school that must provide the students with knowledge and skills applicable in the modern competitive environment. That is why in the article at hand we examine the curriculum of the academic discipline International Marketing taught at the Management Department of Taurida National University named after V.I. Vernadsky, and compare it to the curricula of the same discipline taught abroad.

Searching for information to be used in lecturing the course of International Marketing one needs to choose what sources of information to rely on. The answer seems to lie on the surface: it is better to use as many sources of information as possible for this

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will enable the lecturer to deal with more questions. This approach is right and wrong at the same time.

As far as foreign International Marketing textbooks are concerned, there are lots of them available either in the original version (Prentice Hall, Wiley, Pearson, Harcourt publishers) or translated into Russian (Peter, Williams and other publishers). Either by American or European authors, these works are structured in more or less the same way and examine some definite number of issues. As it is visible from the table 1, most of the questions discussed there, correspond to those proposed by the Ministry of Education of Ukraine in the framework of the academic program of the discipline, which makes those works really useful when teaching International Marketing. Still, for every plus there is a minus. The point is that when we present to the students the theoretical information taken from the textbooks, we support it with the examples taken from there as well, i.e. we give to our students the cases devoted to the marketing practices of the world companies. The question arises: what effect will this have on future marketing managers in Ukraine, will this experience be useful, if applicable at all, in their professional activities?

Table 1

The main topics of International Marketing course (US school)

<p>By Philip R. Cateora et al.</p> <ul style="list-style-type: none"> ▪ The Scope and Challenge of International Marketing ▪ The Dynamic Environment of International Trade ▪ The Cultural Environment of Global Markets ▪ History and Geography: The Foundations of Culture ▪ Cultural Dynamics in Assessing Global Markets ▪ Culture, Management Style, and Business Systems ▪ The Political Environment: A Critical Concern ▪ The International Legal Environment: Playing by the Rules ▪ Assessing Global Market Opportunities ▪ Developing a Global Vision through Market Research ▪ Emerging Markets ▪ Multinational Market Regions and Market Groups ▪ Developing Global Marketing Strategies ▪ Global Marketing Management: Planning and Organization 	<p>By Michael R. Czinkota et al.</p> <ul style="list-style-type: none"> ▪ The International Marketing Environment. ▪ The Global Marketing Imperative. ▪ Trade Institutions and Trade Policy. ▪ The Cultural Environment. ▪ The Economic Environment. ▪ The Political and Legal Environment. ▪ International Market Entry and Development. ▪ Strategic Planning. ▪ Marketing Organization, Implementation and Control. ▪ Research. ▪ Market Entry and Expansion. ▪ Export Marketing Mix. ▪ Product Adaptation. ▪ Export Pricing. ▪ Marketing Communication. ▪ Distribution Management. ▪ The Global Marketing Mix. ▪ Global Product Management and Branding. ▪ Global Services. ▪ Global Logistics and Materials Management.
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Table 1. Continued

<ul style="list-style-type: none"> ▪ Products and Services for Consumers ▪ Products and Consumers for Businesses ▪ International Marketing Channels ▪ Exporting and Logistics: Special Issues for Business ▪ Integrated Marketing Communications and International Advertising ▪ Personal Selling and Sales Management ▪ Pricing for International Markets ▪ Implementing Global Marketing Strategies <p>Negotiating with International Customers, Partners, and Regulators</p>	<ul style="list-style-type: none"> ▪ Global Pricing. ▪ Global Promotion.
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On the one hand one cannot but agree that experience of such world famous giants as Coca-Cola, Nike, Kraft Foods, Ford, P&G, McDonald’s etc. is useful and interesting for these companies are known all around the world [1,2]. Undoubtedly, the practices of other great companies such as DuPont, General Electrics, etc - well-known abroad, but almost unknown in this country, - are also of great use but of less interest to our students.

On the other hand, the examples of this kind fail to fully satisfy the informational and educational needs of the students in this country. The matter is that the stories of successes and mistakes made by the world’s famous business players sound to our students like fairy tales, as the companies that are described in them neither originate in Ukraine, nor operate in it. Consequently one can doubt the suitability of studying the marketing campaigns of companies operating in socio-economic environment, different from that in Ukraine. For example, it is not an issue that the marketing strategies and solutions chosen by Coca-Cola in Japan [3] can hardly be applied by the Obolon company on the same market. The situation could be better if there were any information about the activities of the Transnational corporations on the Ukrainian market. Similarly, it is impossible to refer to any source describing the business of the Ukrainian companies abroad. Let’s consider the example of the Roshen company – a successful Ukrainian producer of sweets. Except for being one of the market leaders in this country, it occupies a significant share of the sweets market in Russia [4]. I believe that it would be not only of great interest but also of great use to apply their experience while teaching International marketing, for the company faces severe competition from “Obyedinennie konditery”, SladKo and Nestle. However such information is not available.

Conclusion. The conclusion is evident: except for the information provided by the foreign sources we must apply the experience of the Ukrainian companies and firms when teaching International Marketing. Unfortunately, this is easier to say than to do, because the most acute problems we are faced up with in this respect are either the complete

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absence of required information or its questionable reliability. For instance there still exists a tendency to conceal the real volume of international business by some domestic companies in order to reduce payment of taxes, duties or other expenses. Others embellish the state of their affairs trying to attract investment, etc.

It turns out that what we really need today to effectively teach International Marketing in Ukraine are teaching materials based on this country's reality, with examples of Ukrainian companies operating in the international arena.

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Басиладзе Е.Г. Интеграция опыта украинских предприятий в учебный план курса «Международный Маркетинг» // Т. 21 (60). – № 1. – С. 328-331.

В статье рассмотрен учебный план дисциплины «Международный маркетинг», проанализирован зарубежный опыт преподавания, предложены варианты актуализации содержания курса.

Ключевые слова: международный маркетинг, учебный план, обучение.

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У статті розглядено навчальний план дисципліни «Міжнародний маркетинг», проаналізовано закордонний досвід викладання, запропоновано варіанти актуалізації змісту курсу.

Ключові слова: міжнародний маркетинг, навчальний план, навчання.