

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
Lesya Ukrainka Volyn National University
Faculty of International Relations
Department of International Economic Relations and Project Management

SYLLABUS
of normative educational component
«Management and marketing in international business»

Higher education level Bachelor
Speciality 292 «International Economic Relations»
Educational and professional program: «International Business»

The syllabus of educational component «Management and marketing in international business» of the training of bachelors in the field of study 29 «International Relations», speciality 292 «International Economic Relations», within the educational and professional program «International Business».

Developer: Kytsyuk I. V., PhD in Economic Sciences, Associate Professor, Associate Professor of the Department of International Economic Relations and Project Management.

APPROVED

Guarantor of the educational and professional program



(A. O. Boiar)

The syllabus of educational component is approved at the meeting of the International Economic Relations and Project Management Department

Protocol No. 1 of August 29, 2024.

Head of the Department



A. O. Boiar

1. DESCRIPTION OF THE EDUCATIONAL COMPONENT

Name of indicators	Field of study, speciality, educational and professional program, higher education level	Characteristics of the educational component
Full-time study	<p><i>29 International Relations</i></p> <p><i>292 International Economic Relations</i></p> <p><i>International Business</i></p> <p><i>Bachelor</i></p>	Normative
The number of hours / credits 180 /6		Year of study – 2027-2028
		Semester – 7 th , 8 th
Individual task (INDT): yes		Lectures – 48 h. (24/24)
		Seminars – 44 h. (24/20)
		Independent work – 74 h.
		Consultations – 14 h.
		Form of control: Credit (7 th semester), Exam (8 th semester)
Language of study: English		

II. INFORMATION ABOUT THE TEACHER

Full name Iryna Kytsyuk
Academic Degree PhD in Economic Sciences
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III. DESCRIPTION OF THE EDUCATIONAL COMPONENT

1. Summary.

During the course «Management and Marketing in International Business», students master the following topics: the essence and tasks of international management; stages of strategic management and features of enterprise strategy formation; analysis of the internal and external environment of the enterprise to make effective management decisions; development and selection of strategic alternatives; the balanced scorecard model as an effective strategic management technology; international management in the focus of the challenges of the new economy; management challenges for sustainable development; perspectives of management in the era of digital technologies; problems and prospects of management during the COVID-19 pandemic; management challenges during wartime; content and tasks of marketing in international business; marketing environment in international business; segmentation and selection of the foreign target market; models of enterprise entering foreign markets; sales policy in the

marketing system in international business; international marketing communications; price policy in the marketing system in international business; management of international marketing activities of the enterprise; peculiarities of implementation of the principles of international marketing in international business in Ukraine; fundamental trends that shape marketing; the latest approaches to marketing in the digital economy; marketing tactics in the digital economy.

The course program has a problem-theoretical character and is designed to give the student basic data on the main aspects and trends in the practice of development of management and marketing activities of enterprises, taking into account the specifics of the international market environment.

After mastering the educational component «Management and Marketing in International Business», students will acquire certain competencies:

To know: the essence and tasks of international management, the main stages of strategic management and the features of the formation of an enterprise strategy, the methods and techniques of analysis that are necessary for the development, selection and implementation of strategic alternatives, approaches to the development and adoption of management decisions in conditions of uncertainty and risk, the main trends regarding the development of international management; content and objectives of marketing in international business; the concept of marketing environment in international business; segmentation and features of choosing a foreign target market; models of enterprise entry into foreign markets; commodity policy in foreign markets; sales policy in the marketing system in the field of international business; features of international marketing communications; pricing policy in the marketing system in the field of international business; specificity of management of international marketing activities of the enterprise; features of the implementation of the principles of international marketing by Ukrainian enterprises engaged in foreign economic activity; fundamental trends that shape marketing in the field of international business; the latest approaches to marketing in the digital economy; tactics of marketing in the digital economy.

To be able to: scientifically correctly apply research methods in the field of international business; independently analyze and interpret information about real events in the field of the international business environment; to understand the development trends of management and marketing in the field of international business and determine the fundamental trends that shape them; competently carry out the process of selection and implementation of strategic alternatives, make effective management decisions in conditions of uncertainty and risk.

2. Prerequisites: Customs Affairs, Economics and Foreign Economic Relations of Ukraine, International Law, World Economy and Markets Conjuncture, Economics of a Firm, etc.

Post-details: Accounting and Analysis of Foreign Economic Activity, Regulation and Security of International Business, Business Communications, Qualification Thesis.

3. The purpose and tasks of the educational component.

The general goal of the educational component "Management and Marketing in International Business" is to study key terms, concepts, goals, methods, tools, classification and essential features of processes that constitute the basic principles of management and marketing activities in international business as well as studying the development of international management and marketing in the context of the challenges of the new economy.

4. Learning outcomes (competencies).

Special (professional) competencies (PC):

PC3. Ability to identify features of the functioning of the environment of international economic relations and models of economic development.

PC5. Ability to conduct a comprehensive analysis and monitoring of world markets, assess changes in the international environment and be able to adapt to them.

PC6. Ability to analyze international markets for goods and services, tools and principles of international trade regulation.

PC8. Ability to determine the functional features, nature, level and degree of relationships between the subjects of international economic relations at different levels and to establish communication between them.

PC11. Ability to conduct research on economic phenomena and processes in the international sphere, taking into account causal and spatio-temporal relationships.

PC16. The ability to constantly improve the theoretical level of knowledge, generate and effectively use them in practice.

PC19. Ability to analyze the structure and features of the international marketing policy of the enterprise, to understand and implement various forms of international marketing, methods of entering foreign markets for goods and services; understand and use the institutional and information tools and management methods of a modern international company, including financial, HR, operational, logistics and other types of management.

PC21. Ability to identify forms of manifestation of objective economic laws in individual industries and enterprises of various forms of ownership, use traditional and new methods of business organization and management of firm resources, optimize economic processes in the enterprise, analyze and summarize the results of operating, accounting, customs brokerage and investment activities of the firm, to develop measures to improve the efficiency of its work.

General competencies (GC):

GC 1. Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine;

GC 2. Ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about

nature and society and in the development of society, technology and technology, use different types and forms physical activity for active recreation and a healthy lifestyle.

GC 3. Ability to study and be modernly trained.

GC 4. Ability to plan and manage time.

GC 6. Ability to communicate in foreign languages.

GC 7. Skills in the use of information and communication technologies.

GC 8. Ability to abstract thinking, analysis and synthesis.

GC 9. Ability to be critical and self-critical.

GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity).

GC 11. Ability to work in a team.

GC 12. Knowledge and understanding of the subject area and understanding of professional activity.

5. The structure of the educational component.

Names of content modules and topics	Total	Lec.	Pr.	Ind.	Cons.	Control form*/ Points
Content Module 1. The essence, basic concepts and tasks of management in international business						
Topic 1. The essence and task of international management. Stages of strategic management and features of enterprise strategy formation.	14	6	2	5	1	DS/3,5
Topic 2. Analysis of the internal and external environment of the enterprise for making effective management decisions.	14	4	4	5	1	P/3,5 P/3,5
Topic 3. Development and selection of strategic alternatives. The balanced scorecard model as an effective strategic management technology.	13,5	4	4	5	0,5	DS/3,5 DS/3,5
Topic 4. International management in the focus of the challenges of the new economy.	9,5	2	2	5	0,5	DS/3,5
Topic 5. Management challenges for	7,5	2	2	3	0,5	DS/3,5

sustainable development.						
Topic 6. Prospects of management in the age of digital technologies.	7,5	2	2	3	0,5	DS/3,5
Topic 7. Problems and prospects of management during the COVID-19 pandemic.	6,5	2	2	2	0,5	DS/3,5
Topic 8. Problems and prospects of management in the conditions of war.	6,5	2	2	2	0,5	DS/3,5
Together for Content Module 1	79	24	20	30	5	35
Types of final works:						
INDT						25
Control Work						40
Total hours/Points	79	24	20	30	5	100
Content Module 2. General characteristics of marketing in international business. Concepts and types of international marketing environment						
Topic 9. Content and tasks of marketing in international business.	10	2	2	5	1	DS/2
Topic 10. Marketing environment in international business.	10	2	2	5	1	DS/2
Topic 11. Segmentation and selection of the foreign target market.	10	2	2	5	1	DS/3
Topic 12. Models of enterprise exit to foreign markets.	10	2	2	5	1	DS/3
Together for Content Module 2.	40	8	8	20	4	10
Content Module 3. Features of marketing management in the field of international business						
Topic 13. Commodity policy in foreign markets.	7,5	2	2	3	0,5	DS/2
Topic 14. Price policy in the marketing system in international business.	7,5	2	2	3	0,5	DS/2
Topic 15. Sales policy in the marketing system in international business.	7,5	2	2	3	0,5	DS/2
Topic 16. International marketing communications.	7,5	2	2	3	0,5	DS/2
Topic 17. Management of international marketing activities of the enterprise.	7,5	2	2	3	0,5	DS/3

Topic 18. Peculiarities of implementing the principles of international marketing in international business in Ukraine.	7,5	2	2	3	0,5	DS/3
Topic 19. Fundamental trends that shape marketing.	7	2	2	2	1	DS/3
Topic 20. Newest approaches to marketing in the digital economy.	4,5	1	1	2	0,5	DS/1,5
Topic 21. Marketing tactics in the digital economy.	4,5	1	1	2	0,5	DS/1,5
Together for Content Module 3	61	16	16	24	5	20
Types of final works:						
INDT						10
Module Control Work (final test)						MKP/60
or Exam in 8 th semester						60
Total hours/Points	180	48	44	74	14	100

Control methods*: DS – discussion, DB – debate, T – tests, TR – training, RZ / K – solving problems / cases, INDS / IRS – individual task / individual work of the applicant for education, RMG – work in small groups, MKR / KR – modular test paper / test, P – abstract, as well as analytical note, analytical essay, analysis of the work, etc.

6. INDT (in 7th semester).

FORMATION OF THE STRATEGIC VISION AND ANALYSIS OF THE COMPANY:

Based on the use of the seven «S» model, analyze the internal environment of your chosen enterprise, formulate your own conclusions and proposals.

¹Note. Enterprises chosen by students for analysis should not be repeated.

INDT (in 8th semester).

FORMATION OF ANALYTICAL AND CRITICAL THINKING AND ANALYSIS OF THE MARKETING STRATEGY OF THE ENTERPRISE:

Choose enterprises that carry out their commercial and production activities in one market segment, conduct a comparative analysis of their marketing strategies, formulate your own conclusions and proposals.

¹Note. Enterprises chosen by students for analysis should not be repeated.

IV. ASSESSMENT POLICY

Attendance policy: Attendance at classes is a mandatory component of the assessment, for which points are awarded. For objective reasons (e.g. illness,

international internship, participation in scientific events, etc.), training can take place during this period in online form in agreement with the teacher and the dean of the faculty.

Academic Integrity Policy:

All written works are checked for plagiarism and are allowed for defense with correct text borrowings of no more than 20%. Cheating during the current control / modular control and during the exam (including using mobile devices) is unacceptable (such works are not counted).

Deadline and retake policy:

Works that are submitted in violation of deadlines without a valid reason are evaluated for a lower grade. Retaking the topics of seminar classes or completing tasks for current control / modular control occurs in the presence of valid reasons (for example, sick leave).

Also, the student has the right to recognition of learning outcomes obtained in ***formal, non-formal and/or informal education*** (<https://cutt.ly/9wPgvTK1>).

V. FINAL CONTROL

In the 7th semester the final control takes the form of a **pass or fail credit**. The credit is given to the student based on the results of current work, provided that the student has completed the types of educational work that are defined by the syllabus. If the student did not attend classes (for good reasons), he has the right to work out the missed classes and get the number of points that was determined for the missed topics during consultations hours. On the date of the credit, the sum of current points that the student scored during the current work (scale from 0 to 100 points) is recorded in the register.

If a student has scored less than 60 points during his current work, he takes a credit during the liquidation of academic debt. In this case, the points scored during the current assessment are cancelled. The maximum number of points for credit during the liquidation of academic debt is 100.

The form of final control in the 8th semester is **an exam**, which is carried out in the form of final testing.

The semester exam is a form of final control of the student's assimilation of theoretical material and practical skills and abilities in a separate educational component (academic discipline) for the semester.

The total points for the course in the 8th semester are 100, including:

- up to 30 points – for participation in discussions (lectures and seminars);
- up to 10 points – implementation of INDT;
- up to 60 points – modular control paper / exam.

The required minimum to receive a grade for the course automatically is 75 points, which is formed as the sum of points for the current assessment (up to 40 points) and the final assessment / assessment for modular control (up to 60 points).

If a student scores less than 75 points, or wants to improve his rating, the exam is mandatory and is carried out during the exam session in accordance with the

approved schedule. In this case, the final modular control is not taken into account, and the exam results are evaluated on a scale from 0 to 60 points.

If after the exam the student scored less than 60 points (in total for the course), he/she retakes the exam during the liquidation of academic debt. In this case, the points scored during the first passing of the exam are canceled, and the points for the current assessment remain unchanged. The maximum number of points during the liquidation of academic debt is 60. Retaking the exam is allowed no more than twice: once – to the teacher, the second – to the commission created by the dean of the faculty. The required minimum for successful completion of the course is 60 points (see the Regulations on the current and final assessment of the knowledge of applicants of Lesya Ukrainka National University – <http://surl.li/prwyvs>).

Questions for credit:

1. The essence and tasks of international management.
2. Main functions and structure of international management.
3. International companies as subjects of international business.
4. Concept of enterprise strategy.
5. Concept of mission, priority, value.
6. Formation of enterprise strategy and strategic choice.
7. Strategy implementation, strategic control.
8. The essence of strategic internal analysis.
9. Resource-oriented approach to diagnosing the internal environment of the enterprise.
10. Strategic analysis of the company's assets.
11. Analysis of key competencies and construction of the SNW matrix.
12. Analysis of the macro environment of the enterprise.
13. Industry market analysis.
14. Technologies for analyzing the macro environment of the enterprise.
15. Alternativeness in strategic choice.
16. Processes of identification and development of strategic alternatives.
17. Balanced Scorecard (BSC) as a strategic management model.
18. Development of a balanced system of indicators at the enterprise.
19. Implementation of a balanced system of indicators.
20. Management of organizational changes.
21. Problems of development of the innovative component of business systems in the strategic dimension.
22. Management of innovations.
23. The doctrine of sustainable development and the horizon of forecasting.
24. Actual problems of environmental management.
25. Characteristics of the process of implementation of management functions in the digital era.
26. Problems and perspectives of management during the global pandemic of COVID-19.
27. Development and adoption of management decisions in conditions of uncertainty and risk.
28. Problems and prospects of management in war conditions.
29. Concept, object and subject of marketing in international business.

30. Purpose, goals and objectives of marketing in international business.
31. Principles and functions of marketing in international business.
32. Common features and differences of domestic and international marketing.
33. Concepts and types of marketing environment in the field of international business: concepts and types of international business environment; factors of the macro environment of international marketing; microenvironmental factors of international marketing. Economic environment of international marketing.
34. Political-legal and socio-cultural environment of international marketing.
35. Marketing in an intercultural environment. Intercultural environment.
36. Classification of national business cultures.
37. Cultural barriers in the international environment.
38. Cultural symbols.
39. Language barrier.
40. Styles of conducting international negotiations.
41. Analysis of the international marketing environment.
42. International marketing research: essence and features of international marketing research; typology of international marketing research; the procedure for conducting marketing research in international business; information provision of international marketing research.
43. International competition. The concept and specifics of international competition.
44. Evaluation of the international competitive environment.
45. Analysis of the internal competitive potential of the enterprise and determination of competitive advantages.
46. Areas of competitive advantages of the enterprise.
47. Assets that create an international competitive advantage for the company.
48. Sources of the company's competitive advantages in foreign markets.
49. The mechanism of creating and maintaining competitive advantages in a global competitive environment.
50. Determination of geographic concentration of international activity.
51. Concept and procedure of international market segmentation.
52. Criteria for international market segmentation.
53. Marketing strategies for covering foreign market segments.
54. Marketing positioning strategies.
55. The process of enterprises entering foreign markets.
56. The process of internationalization of the enterprise.
57. Concept and classification of models of entering the foreign market.
58. Model of "stages" (Uppsala school).
59. Model of analysis of transaction costs.
60. Analysis of business networks.
61. Motives of enterprises entering foreign markets.
62. Export strategies in international marketing activities.
63. Contract and investment strategies of international activity.
64. Investment strategies for developing foreign markets.
65. Integration as a form of entering foreign markets.

Questions for exam:

1. Product policy in international marketing.
2. Concept of international marketing complex and approaches to its development.
3. Concepts and components of international commodity policy.
4. International marketing product strategies.
5. Assortment policy in international marketing.
6. Product quality management in international activities.
7. Product life cycle management in international marketing.
8. International marketing sales and distribution policy.
9. Concept and specifics of international sales and distribution policy.
10. Sales methods in international marketing activities.
11. Distribution channels in international activities.
12. Forms of international distribution of products.
13. Trade and mediation activities in international marketing.
14. Types of intermediaries in foreign markets and features of cooperation with them.
15. Management of international distribution channels.
16. International marketing communication policy.
17. Concept of international marketing communication policy.
18. Complex of integrated marketing communications in international marketing.
19. International communication process.
20. Public relations in international marketing.
21. Advertising in international communication policy.
22. Sales promotion as an important element of international communication policy.
23. Personal selling in international marketing.
24. International marketing price policy.
25. Concept of international marketing price policy.
26. Types of prices in international marketing.
27. Methodology of pricing in international marketing.
28. Pricing methods and their types.
29. International marketing price strategies and technologies for their implementation.
30. Technologies of management, planning, organization and control in international marketing.
31. Structuring the process of managing marketing activities in the foreign market.
32. Concepts and types of planning of international marketing activities.
33. Organizational structures of international marketing activities of enterprises.
34. Control of international marketing.
35. Principles of effective implementation of plans in international marketing.
36. International marketing strategy.
37. Concept of international marketing strategy.
38. Elements of the international marketing strategy of the enterprise.
39. Relationship between phases of development (complication) of international marketing and levels of application of international marketing strategy.
40. The mechanism of formation of the international marketing strategy of the enterprise.
41. Analytical basis for developing an international marketing strategy.

42. The concept and characteristics of the stages of formation of an international marketing strategy.
43. Fundamental trends that shape marketing.
44. International marketing as a result of internationalization of enterprises.
45. Modern trends in the development of international marketing.
46. Transfer of power to client communities.
47. Paradoxes of marketing in customer communities.
48. Influential digital subcultures.
49. Marketing 4.0 in the digital economy.
50. Marketing 5.0: technology for humanism.
51. The new way of the buyer.
52. Marketing performance indicators.
53. Archetypes and industry best practices.
54. Content marketing for brand awareness.
55. Omnichannel Marketing for Brand Loyalty.
56. Engagement marketing to connect the customer with the brand.

VI. RATING SCALE

For credit

Score in points	Linguistic assessment
90–100	Pass
82–89	
75–81	
67–74	
60–66	
1–59	

For Exam

Score	Linguistic assessment	Evaluation on the ECTS scale	
		Point	Explanation
90 – 100	Excellent	A	excellent job
82 – 89	Very Good	B	above average level
75 - 81	Good	C	overall good job
67 -74	Satisfactory	D	not bad
60 - 66	Enough	E	execution meets minimum criteria
1 – 59	Unsatisfactory	Fx	a retake of the exam is required

VII. RECOMMENDED LITERATURE AND INTERNET RESOURCES

1. Alain Verbeke, I. H. Ian Lee. *International Business Strategy: Rethinking the Foundations of Global Corporate Success* 3rd Edition. Cambridge University Press, 2021. P. 675.
2. Alexandra Kenyon, Isobel Doole, Robin Lowe. *International Marketing Strategy: Analysis, Development and Implementation* 9th Edition. Cengage Learning EMEA, 2022. P. 496.
3. Business Ready. The World Bank, official website :
<https://www.worldbank.org/en/businessready>
4. European Commission, official website:
https://ec.europa.eu/info/index_en.
5. Global Entrepreneurship Monitor, official website:
<https://www.gemconsortium.org/>.
6. Gregory Dess, Gerry McNamara, Alan Eisner and Steve Sauerwald. *Strategic Management: Creating Competitive Advantages*. Mcgraw-hill Education, 2023. P. 512.
7. Hermawan Kartajaya, Iwan Setiawan, Philip Kotler. *Marketing 6.0: The Future Is Immersive*. Wiley, 2024. 256 p.
8. International Monetary Fund, official website:
<https://www.imf.org/en/Home>.
9. John R. Schermerhorn Jr., Daniel G. Bachrach. *Management*, 15th Edition. Wiley, 2023. 496 p.
10. Kytsyuk I. *Development of Corporate Governance in Ukraine: Legislation and Practices / Corporate Governance in Central Europe and Russia: Framework, Dynamics, and Case Studies from Practice. CSR, Sustainability, Ethics&Governance* / ed. by M. Aluchna et al. Springer Nature Switzerland AG 2020. 285 p. pp. 219–240. <https://doi.org/10.1007/978-3-030-39504-9>.
11. Michael E. Porter, A.G. Lafley, Clayton M. Christensen, Rita Gunther McGrath. *HBR's 10 Must Reads on Strategy, Vol. 2* (with bonus article "Creating Shared Value" By Michael E. Porter and Mark R. Kramer). Harvard Business Review Press, 2020. P. 208.
12. Organization for Economic Co-operation and Development, official website : <https://www.oecd.org/>
13. Peter F. Drucker. *Management Challenges for the 21st Century*. HarperBusiness, 2001. P. 224.
14. Peter F. Drucker. *Management* Rev Ed. Harper Business, 2008. P. 608.
15. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. *Marketing 5.0: Technology for Humanity*. Wiley, 2021. 224 p.
16. Statista, Global No.1 Business Data Platform: <https://www.statista.com/>.
17. The International Organization for Migration (IOM), official website:
<https://www.iom.int/>

18. The World Trade Organization (WTO), official website: <https://www.wto.org/>.
19. United Nations Conference on Trade and Development, official website : <https://unctad.org/>.
20. World Bank Group, official website: <https://www.worldbank.org/en/home>.
21. World Economic Forum, official website : <https://www.weforum.org/>.
22. World Intellectual Property Organization, official website: <https://www.wipo.int/portal/en/index.html>.
23. Державна служба статистики України, офіційний веб-сайт : <http://www.ukrstat.gov.ua/>.
24. Кицюк І. В. Європейський Союз : навч. посіб. / за ред. А. О. Бояра, С. В. Федонюка. Київ : ФОП Маслаков, 2020. 600 с. С. 134–147.
25. Кицюк І. В. Корпоративна соціальна відповідальність та конкурентні переваги бізнесу в глобальному економічному середовищі . *Науково-виробничий журнал «Держава та регіони». Серія: Економіка та підприємництво.* № 2 (113). 2020. С. 15–20.
26. Князева, Т. В. Міжнародний маркетинг : навчальний посібник / Т.В. Князева, Ю.П. Колбушкін, С.В. Петровська, С.Ф. Смерічевський, В.Л. Сібрук ; Міністерство освіти і науки України, Національний авіаційний університет. Київ: НАУ, 2019. 162 с.
27. Котлер Ф. Маркетинг 4.0. Від традиційного до цифрового / Філіп Котлер, Гермаван Катарджая, Іван Сетьяван ; пер. з англ. К. Куницької та О. Замаєвої. 2-ге вид. виправл. К. : Вид. група КМ-БУКС. 2021. 224 с.
28. Котлер Ф. Маркетинг від А до Я. 80 концепцій, які має знати кожен менеджер / пер. з англ. О. Сіпігін. Альпіна Паблішер Україна. 2021. 252 с.
29. Мальська М. П., Пруська І. С. Міжнародна маркетингова діяльність: теорія та практика [текст] підручник. Київ.: «Центр учбової літератури», 2020. 288 с.
30. Міжнародний маркетинг : Навч. посібнк / За ред. Ю. Г. Козака, С. Смичка, І. Л. Літовченко. – Київ: «Центр учбової літератури», 2014. 294 с.
31. Пітер Ф. Друкер. Виклики для менеджменту ХХІ століття / Пер. Т. Літенська. КМ-Букс, 2020.
32. Урядовий портал, єдиний веб-портал органів виконавчої влади України : <https://www.kmu.gov.ua/catalog>.
33. Шталь Т. В., Астахова І. Е., Козуб В. О. Міжнародний маркетинг [Електронний ресурс] : навчальний посібник. Харків : ХНЕУ ім. С. Кузнеця, 2019. 275 с.