



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-491	International Marketing	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr Paraskevi (Evi) Dekoulou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce students to the principles and concepts of international marketing and the international marketing environment
- Link general marketing theory to the international focus and its application
- Differentiate between local/national versus international/global marketing
- Identify explicit environmental differences across markets
- Explain how new technologies have changed the way we market globally
- Describe and demonstrate the marketing processes and strategies that firms utilize when marketing their products in foreign countries

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explain the key characteristics and major dimensions of the international marketing environment
2. Utilise and apply the basic principles and concepts of international marketing and the international environment
3. Utilize global information systems to conduct market research internationally
4. Describe and demonstrate the marketing processes related to segmentation, targeting, positioning for products marketed in foreign countries
5. Understand the forces affecting importing, exporting and sourcing decisions

6. Evaluate and implement various global market entry strategies
7. Design marketing mix for global companies differentiated by industries, company types, competitive levels and levels of economic development
8. Explain the cultural and ethical issues faced by global marketers

Course Content:

1. Introduction to International Marketing: International marketing involves the performance of business activities designed to plan, price, promote and direct the flow of a company's goods/services to consumers in more than one nation for a profit. Forces affecting global marketing are analysed, standardization and adaptation are discussed.
2. The International Marketing Environment consists of the actors and forces that affect the ability of marketing to develop and maintain successful relationships with its target customers. Microenvironment entails forces close to the company affecting its ability to serve its customers, while macroenvironment includes larger societal forces affecting the whole microenvironment.
3. The International Trade Environment: Types of trade barriers are described, types and benefits of economic integration are analysed.
4. Researching and Analysing Global Markets: Global marketing research methods and tools are described, global information systems are presented and the impact of digital revolution on the global e-marketplace is discussed.
5. Approaching International Markets: Market segmentation, targeting and positioning strategies are analysed.
6. Importing, Exporting and Sourcing: Issues related to importing, exporting and sourcing are discussed, national policies and tariff systems are described and decision-making factors are analysed.
7. Global Market-Entry Strategies: Licensing, franchising, contract manufacturing, joint venture, wholly owned subsidiaries and cross-border strategic alliances are presented, decision criteria for mode of entry are discussed.
8. Branding and Product Decisions in International Marketing: International product characteristics are analysed, product development and branding strategies are presented.
9. Marketing Mix for International Products: Pricing policies for international markets are described and decision criteria are explained, international marketing channels and distribution are analysed and international marketing communications decisions are discussed.

Learning Activities and Teaching Methods:

Faculty Seminars, Directed and Background Reading, Academic Paper Discussion, Case Study Analysis, Individual Projects, Student-led Presentations

Assessment Methods:

Individual Projects, Midterm Exam, Final Exams, In-Class Activities

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Green, M. and Keegan, W.J.	Global Marketing, 10th International Edition	Pearson	2020	E-book

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Green, M. and Keegan, W.J.	Global Marketing, 9th Global Edition	Pearson	2017	9781292017389
Cherunilam, Francis	International Marketing: Text and Cases	Himalaya Publishing House	2010	E-book 9789350432372
Sherlekar, S.A. Sherlekar, Virendra Sharad	Global Marketing Management	Himalaya Publishing House	2010	E-book 9789350432105