

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
COURSE UNIT CODE	1108661	SEMESTER OF STUDY	2
COURSE TITLE	INTERNATIONAL MARKETING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	6
Class Work/Workshops		2	
COURSE UNIT TYPE	Specialization Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	No		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=113		

2. LEARNING OUTCOMES

Learning Outcomes

The companies' activities and efforts in the international area are becoming a key factor in their ability to maximize their turnover and profits. The course is aimed at providing a theoretical framework, so that students can acquire a deep knowledge of the concept of global marketing and the process of focusing on and taking advantage of opportunities in the global marketplace. Some of the main topics that are addressed include the evaluation of foreign markets, the evaluation of promotion and distribution channels in those markets, as well as exports' management. The most recent trends in international marketing are also outlined.

- Distinguish between Trade & marketing at the international level
- Demonstrate an understanding of the international environment in relation to marketing activities
- Identify & interpret international marketing opportunities
- Evaluate the process of market entry strategy for all types of firms
- Undertake international & Global marketing activities in product, pricing, promotion & distribution

General Skills

Team work
Decision making

Working in an international environment
 Adapting to new situations
 Search of analysis and synthesis of data and information with the use of necessary technology.

3. COURSE CONTENTS

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 Comparison between international marketing and international trade; Evaluation of Theories of trade and their relevance to international and global activities; Investigating Transaction –cost theory and network analysis in relation to international & Global marketing.
 Understanding the nature and component of the international & global environment; Measuring International and global market segmentation; Analysis of International & global marketing strategies; Comparison and application of International & Global market entry modes to different types of firms.
 Evaluation & application of international & global product decisions; Analysis & application of International & global pricing decisions; Comparison & contrasting of International & global promotion in different contexts.
 International & Global Marketing in Developing countries; International & Global Marketing in Emerging markets.
 Review and analysis of the variables affecting the international & global marketing process.
 The importance of the political and economic environment in global marketing efforts
 Opportunities in global marketing
 Global segmentation - targeting
 Choosing markets and alternative ways of entering in the global markets
 Global competition and strategy
 Global supply chain strategy – sales channels
 Global communication / promotional media
 Global management structures and marketing management
 The future of global marketing

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	PC, Video Projector, e-learning, interactive blackboard	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Class work/Workshop	26
	Preparation of Group Project	15
	Independent and Directed Learning	45
	Total	125

ASSESSMENT METHODS

- **Final Examination** (60%)
- **Group Project** (40%) A written assignment (International Marketing Plan)

5. RESOURCES

- *Recommended Book and Journal Article Resources:*

Tomaras P.. (2009) Industrial Marketing Publisher: Tomaras P. Athens, (ISBN: 978-960-90674-3-0). (in Greek)

Brennan R., Canning L., McDowell R., (2007) Business-to-Business Marketing, Sage Publications Ltd

Industrial Marketing Management The International Journal of Marketing for Industrial and High-Tech Firms <http://www.journals.elsevier.com/industrial-marketing-management/>