COURSE OUTLINE

1. GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>BUSINESS AND ECONOMICS</th>
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<tbody>
<tr>
<td>DEPARTMENT</td>
<td>BUSINESS ADMINISTRATION</td>
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<tr>
<td>DIVISION</td>
<td>BUSINESS ADMINISTRATION</td>
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<tr>
<td>COURSE UNIT CODE</td>
<td>1108661</td>
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<tr>
<td>SEMESTER OF STUDY</td>
<td>2</td>
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<tr>
<td>COURSE TITLE</td>
<td>INTERNATIONAL MARKETING</td>
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**COURSEWORK BREAKDOWN**

<table>
<thead>
<tr>
<th></th>
<th>TEACHING WEEKLY HOURS</th>
<th>ECTS Credits</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Class Work/Workshops</td>
<td>2</td>
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**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

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 | Method description | Semester Workload |
| 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:**