



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code MBA-719	Course Title Global Marketing	ECTS Credits 7.5
Department School of Business	Semester Fall, Spring, Summer	Prerequisites MBA-667
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Dr Rudi Kaufmann
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

Based on universal marketing knowledge provided in the Module Marketing in the basic study, the students learn and apply the implications of the complex international and global environment on strategic aspects of Global Marketing. Based on an intensive assessment of the international macro environment, the module focuses on the influence of culture on marketing strategies in general and on implications of the two strategic options of 'standardization' and/or 'global localization' in particular.

Learning Outcomes:

1. develop global marketing applications differentiated by industries, company types, competitive levels and levels of economic development (i.e. established vs. transitional settings)
2. assess global market growth opportunities and utilize them in the wider global strategic marketing process
3. critically discuss foreign market entry options
4. critically compare the various the various influential factors and criteria of global marketing strategies
5. analyze consumer differences in global markets and their effect on strategic marketing planning
6. assess the influence of culture on marketing strategies and tactics in general and on implications of the two strategic options of 'standardization' and/or 'global localization' in particular.

Course Contents:

1. Introduction to the Course: Definition, introduction, basics of universal marketing
2. Trends, driving forces/motives, restraining forces/barriers
3. Role of Global Marketing for the development of competitive advantage
4. The influence of culture on Global Marketing
5. Researching and analyzing overseas markets
6. Market selection and market entry
7. Global Marketing Management
8. Organizing for Global Marketing
9. Standardization and/or Adaptation
10. New Product Development
11. Pricing for Global Markets
12. International Communications
13. Global Marketing of Services
14. Global Marketing Control

Learning Activities and Teaching Methods:

An emphasis is put on a balance between ‘learning from role models’ (i.e. lecturer, guest lecturers), cognitive learning (conceptual understanding, videos with analysis), interactive learning (group discussions and role games), conative learning (case studies) and learning by conducting own research activities.

Assessment Methods:

Homework and Project Presentations, Self-Assessment, Mid-Term (research initiative: ‘In the News’), Final Exam.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Keegan, W.J and Green, M.C.	<i>Global Marketing</i>	Prentice Hall	2008	0131754343
Vranesevic, T., Vignali, C., and Vrontis, D.	<i>Marketing and Retailing Strategy</i>	Accent	2006	953-99762-3-5
Script of the Lecturer				

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Usunier, J.C. Journal of Global Marketing Journal of International Marketing Global Marketing Review EuroMed Journal in Business Journal of International Management Cases	Marketing across cultures	Financial Times/Prentice Hall	2005	0273685295