

MBAN 645 – Global and International Marketing

Course title	Global and International Marketing				
Course code	MBAN 645				
Course type	Concentration Elective				
Level	2 nd Cycle				
Year / Semester	1 st or 2 nd / Fall, Spring, Summer				
Teacher’s name	Avros Morphitis				
ECTS	6	Lectures / week	1/week	Laboratories / week	N/A
Course purpose and objectives	Investigate the role of global information systems and advanced market research techniques in gathering and analyzing data to conduct market segmentation, positioning and targeting. Examine various global market entry and expansion strategies, including licensing, joint ventures, and strategic alliances, assessing their suitability for different types of businesses and market conditions. Apply critical thinking and problem-solving skills to design and implement effective international marketing campaigns that integrate product development, pricing, distribution, and communication strategies tailored to global and international markets				
Learning outcomes	Evaluate the impact of global economic, trade, and cultural factors on international and global marketing strategies and assess how these elements influence marketing decisions. Utilize complex market research data to identify consumer behavior patterns and market trends for effectively segmenting, positioning and targeting diverse global markets. Design product and brand strategies that leverage cross-cultural insights and accommodate the challenges of managing brands in multiple international and global markets, while maintaining consistent brand messaging. Critique global marketing communication strategies, including advertising, public relations, and digital marketing efforts, to ensure effectiveness across global and international markets and environments, ensuring ethical and sustainable considerations are met.				
Prerequisites	MBAN 650		Required	NO	
Course content	Week 1 Introduction to Global and International Marketing Explores the foundational concepts of marketing in a global context, discussing the key differences between domestic and international marketing.				

	Week 2 Understanding the Global Economic Environment Examines the impacts of global economic systems on marketing strategies, including exchange rates, globalization, and economic integration. Week 3 Navigating International Trade Frameworks Covers the frameworks governing international trade, including tariffs, trade agreements, and international trade organizations. Week 4 Cultural, Political, and Legal Influences Investigates how cultural, political, and legal environments affect marketing strategies and consumer behavior across different countries. Week 5 Global Information Systems and Market Research Discusses the use of information systems and market research techniques to gather and analyze data for international marketing decisions. Week 6 Consumer Behavior and Market Analysis Analyzes consumer behavior patterns in international markets and evaluates methods for effective market analysis. Week 7 Strategic Segmentation, Targeting, and Positioning Explores strategies for segmenting, targeting, and positioning products in diverse global markets. Week 8 Market Entry and Expansion Strategies Examines various entry and expansion strategies, including exporting, licensing, and foreign direct investment. Week 9 Global and International Product Management Focuses on product strategy and brand management across multiple international markets. Week 10 International Pricing Strategies Explores strategies for pricing products internationally, considering factors like cost, demand, and competition. Week 11 Designing Global Distribution Channels Discusses the structure and management of distribution and supply chains on a global scale. Week 12 Global Marketing Communications and Promotions Covers integrated marketing communications, including advertising, public relations, and sales promotions for international audiences.
Teaching methodology	Faculty Lectures and Guest-Lectures Seminars Directed and Background Reading Academic Paper Discussion Case Study Analysis, Workshops

	Group Project Student-led Presentations Interactive Role-Playing
Bibliography	International Marketing, Czinkota, M. R., Ronkainen, I. A., & Cui, C. C., Cengage Learning, 2023, 978-0357445129 Global Marketing, Keegan, W. J., & Green, M. C., Pearson, 2020, 978-0134899756
Assessment	Group Project and Presentation Final Exam Weekly Homework and Activities
Language	English