



Course Syllabus

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|-------------------------|-----------------------|------------------------------------|
| Course Code | Course Title | ECTS Credits |
| MBAN-719 | Global Marketing | 7.5 |
| Prerequisites | Department | Semester |
| None | School of Business | Fall/ Spring/ Summer |
| Type of Course | Field | Language of Instruction |
| Elective | Marketing | English |
| Level of Course | Lecturer(s) | Year of Study |
| 2 nd Cycle | Dr. Evi Dekoulou | 1 st or 2 nd |
| Mode of Delivery | Work Placement | Corequisites |
| Face to Face | N/A | None |

Course Objectives:

The main objectives of the course are to:

- Describe international marketing operations by examining issues such as product policies, pricing, marketing communications, distribution channels and marketing research
- Explain how new technologies have changed the way we market globally
- Generate an understanding of the current strategies of major global firms
- Familiarize students with the problems and perspectives of marketing across national boundaries and within foreign countries
- Critique the challenges and opportunities of global competition

Learning Outcomes:

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

1. Summarize the key characteristics and major dimensions of complex global marketing environment
2. Describe and evaluate product development, pricing, distribution and promotional strategies differentiated by industries, company types, competitive levels and levels of economic development (i.e. economically established vs. transitional countries)
3. Evaluate global market growth opportunities and utilize them in the wider global strategic marketing process
4. Explain facilitators and barriers to foreign market entry

5. Interpret consumer differences in global markets and their effect on strategic marketing planning
6. Explain the cultural and ethical issues faced by global marketers

Learning Activities and Teaching Methods:

- Faculty Lectures and Guest-Lectures Seminars
- Directed and Background Reading
- Academic Paper Discussion
- Case Study Analysis
- Individual Project
- Student-led Presentations

Assessment Methods:

- Individual Project
- Final Exams

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|------------------|-----------------------------|------------------------------|------|---------------|
| Global Marketing | Keegan, W.J and Green, M.C. | Pearson, 9 th ed. | 2016 | 9780134138183 |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|--|--|------|---------------|
| Global marketing: A decision-oriented approach | Hollensen, S. | Financial Times/ Prentice Hall, 5 th ed. | 2010 | 9780273726227 |
| Consumption Culture in Europe | Santos, C.R., Ganassali, S., Casarin, F., Laaksonen and Kaufmann, H.R. | IGI | 2013 | 9781466628571 |

Academic Journals:

- ✓ Journal of Global Marketing
- ✓ Journal of International Marketing
- ✓ Global Marketing Review
- ✓ The Global Journal of Marketing Management and Research
- ✓ EuroMed Journal in Business