



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-719DE	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
2nd Cycle	Dr. Evi Dekoulou	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Distance Learning	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:

- Directed and Background Reading
- Academic Paper Discussion
- Case Study Analysis
- Individual Project

Assessment Methods:

- Individual Project
- Final Exam

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