



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-753	Global Marketing	6
Prerequisites	Department	Semester
MBAN-650	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Concentration	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Avros Morphites	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

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content:

1. Introduction Global Marketing
2. The Global Marketplace
3. The Global Marketing Environment
4. The Global Trade Environment
5. Researching and Analyzing Global Markets
6. Approaching Global Markets: Segmentation, Targeting and Positioning
7. Global Market-Entry Strategies
8. Branding and Product Decisions in Global Marketing
9. Pricing for Global Markets
10. Global Marketing Channels and Distribution
11. Global Marketing Communications Decisions

Learning Activities and Teaching Methods:

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

Assessment Methods:

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