



Course Code	Course Title	ECTS Credits
MKTG-491	International Marketing	6
Department	Semester	Prerequisites
Marketing	Fall	MKTG-291
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Year of Study	Lecturer
1 st Cycle	3 rd or 4 th	Prof. Alkis Thrassou
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Objectives of the Course:

The main objectives of the course are to introduce students to the principles and concepts of global marketing and the global environment. Students are familiarized with concepts of segmentation, targeting and positioning of global firms. Moreover, this course explains how global firms can import and export their offerings, and what global entry strategies they can engage in. Finally, strategic issues global firms face like competitive advantage, leading, organizing and controlling their marketing efforts are presented.

The main objectives of the course are:

- To introduce students to principles and concepts of global marketing and the global environment
- To link general marketing theory to the international focus and its application
- To introduce students to concepts of segmentation, targeting and positioning of global firms
- To explain how global firms can import and export their offerings, and what global entry strategies they can engage in
- To introduce the marketing mix of global firms, and the strategic issues global firms face like competitive advantage, leading, organizing and controlling their marketing efforts

Learning Outcomes:

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

- 1. The basic principles and concepts of international marketing and the international environment** - students should be able to understand the basic principles of international marketing and the international environment
- 2. Global information systems, the global electronic marketplace, and how companies can do market research internationally** - students should be able to conduct market research internationally taking into consideration the different factors that may affect this action
- 3. Issues relating to segmentation, targeting, positioning, and importing, exporting, sourcing** - students should be able to apply the relevant marketing theory in order to segment, target and position their products internationally. Also they will be able to understand the forces affecting importing and exporting, and to assess when the issues relating to sourcing materials
- 4. The various global market entry strategies that business can follow** - students should be able to choose among the various global market entry strategies according to which industry or specific company they are in
- 5. The marketing mix for global companies and how business can achieve international competitive advantage** – students will be able to determine if and whether a company’s marketing mix may be adapted (or not) to achieve international competitive advantage
- 6. The various ways that a company’s global marketing effort is managed, organised and controlled** – students will understand how an international company is managed, organised and controlled

Course Contents:

1. Introduction to Global Marketing
2. The Global Economic Environment
3. Regional Market Characteristics and PTAs and The Political, Legal and Regulatory Environments
4. Social and Cultural Environments
5. Global Information Systems and Market Research, and The Digital Revolution and the Global E-Marketplace
6. Segmentation, Targeting, and Positioning
7. Importing, Exporting, and Sourcing
8. Global Market Entry Strategies and Strategic Elements of Competitive Advantage
9. Branding, Product and Pricing Decisions in Global Marketing
10. Global Marketing Channels and Physical Distribution and Global Marketing Communication Decisions

Learning Activities and Teaching Methods:

Lectures, practical exercises, discussions with class participation, case studies

Assessment Methods:

Assignment Final Exam Class Participation

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN	Library access
Alkis Thrassou	Lecture Notes				
Keegan, W.J. and Green, M	Global Marketing, Global Edition 8e	Pearson Education	2015	9781292017389	Print copy available (this or older version)

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN	Library access
Gerald Albaum, Edwin Duerr	International Marketing & Export Management, 6/E	Prentice Hall	2008	0273713876	

E-book:

Authors	Title	Publisher	Year	Site Address	Library access
Geetanjali	International Marketing	Oxford Book Co.	2010		E-book available. Click here