

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MKTG-494	SEMESTER	Spring
COURSE TITLE	Global and International Marketing Strategies		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	MKTG-292		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
After completion of the course students are expected to be able to: <ul style="list-style-type: none"> • Explain the key characteristics and major dimensions of the international marketing

environment

- Utilise and apply the basic principles and concepts of international marketing and the international environment
- Utilize global information systems to conduct market research internationally
- Describe and demonstrate the marketing processes related to segmentation, targeting, positioning for products marketed in foreign countries
- Understand the forces affecting importing, exporting and sourcing decisions
- Evaluate and implement various global market entry strategies
- Design marketing mix for global companies differentiated by industries, company types, competitive levels and levels of economic development
- Explain the cultural and ethical issues faced by global marketers

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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Search for, analysis and synthesis of data and information, with the use of the necessary technology

Decision-making

Working independently

Team work

Project planning and management

Respect for difference and multiculturalism

Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

Introduction to Global Marketing

- International marketing involves the performance of business activities designed to plan, price, promote and direct the flow of a company's goods/services to consumers in more than one nation for a profit. Forces affecting global marketing are analysed, standardization and adaptation are discussed.

The Global Economic Environment

- The Global Economic Environment is the foundation of growth. Economic environments are platforms where individuals trade goods, services, and money to grow their separate wealth. This in turn grows the general wealth of the environment.

The Political, Legal and regulatory Environments.

- Understanding the elements of a country's political, legal and regulatory environments are essential in global marketing activities.

Social and Cultural Environments

- Having an understanding of the culture can actually become a firm's competitive advantage. To do this we must overcome our prejudices that are a natural result of the human tendency toward ethnocentricity. Cultural factors challenge global marketers because many are hidden from view. In order to do this, the chapter will look at culture from several different conceptual.

The Global Trade Environment

- Types of trade barriers are described, types and benefits of economic integration are analysed.

Segmentation, Targeting and Positioning

- Global market segmentation is based on the premise that companies should attempt to identify consumers in different countries who share similar needs and desires.

Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances

- Licensing, franchising, contract manufacturing, joint venture, wholly owned subsidiaries and cross-border strategic alliances are presented, decision criteria for mode of entry are discussed.

Global Marketing Communication Decisions

- A global company possesses a critical marketing advantage with respect to marketing communications: It has the opportunity to successfully transform a domestic advertising campaign into a worldwide one. Alternatively, it can create a new global campaign from the ground up. The search for a global advertising campaign should bring together key company and ad agency personnel to share information, insights, and experience.

Brand and Product Decisions in Global Marketing

- The product "P" of the marketing mix is at the heart of the challenges and opportunities facing global companies today: Management must develop product and brand policies and strategies that are sensitive to market needs, competition, and company ambitions and resources on a global scale.

Pricing

- Generally speaking, international trade results in lower prices for goods. Lower prices, in turn, help keep a country's rate of inflation in check. In a true global market, the law of one price would prevail: All customers in the market could get the best product available for the best price.

Global Marketing Channels and Physical Distribution

- Although channels for consumer products and industrial products are similar, there are also some distinct differences. In business-to-consumer marketing (b-to-c or B2C), consumer channels are designed to put products in the hands of people for their own use; as participants in a process known as business to-business marketing (b-to-b or B2B), industrial channels deliver products to manufacturers or other types of organizations that use them as inputs in the production process or in day-to-day operations.

Strategic Elements of Competitive Advantage

<ul style="list-style-type: none"> In any industry, competition works to drive down the rate of return on invested capital toward the rate that would be earned in the economist's "perfectly competitive" industry. Rates of return that are greater than this so-called competitive rate will stimulate an inflow of capital either from new entrants or from existing competitors making additional investment. Rates of return below this competitive rate will result in withdrawal from the industry and a decline in the levels of activity and competition.
<p>Importing, Exporting and Sourcing</p> <ul style="list-style-type: none"> Issues related to importing, exporting and sourcing are discussed, national policies and tariff systems are described and decision-making factors are analysed.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	35
	Study & Analysis of bibliography	30
	Project	35
	Essay Writing	25
	Interactive Teaching	25
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or</i>	Midterm Exam, Final Exam, Class Workshops, Project, Class Participation	

<p><i>conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	
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(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Global Marketing, 10th International Edition	Green, M. and Keegan, W.J.	Pearson	2020	E-book
Recommended Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Global Marketing, 10th Global Edition	Green, M. and Keegan, W.J.	Pearson	2020	9781292304021