

Module Title: INTERNATIONAL MARKETING

- **Type of Module:**

ΓΕ0016	Elective Stream Module
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- **Level of Module**

Postgraduate

- **Year of Study**

MASTER'S

- **Semester**

Spring semester 3 rd period
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- **Number of credits allocated**

3

- **Name of lecturer / lecturers : Evangelia Chortatsiani**

- **Description:**

International marketing is the science that studies business issues regarding design and development of products, pricing decisions, promotional activities and services to individual and business customers located and operating to more than one country, identification of market opportunities in the international environment, ways of selecting international markets to operate in as well as market entry and development strategies. The difference between marketing and international marketing lies in the fact that activities in the latter take place on an international / global base. Although the differences between marketing and international marketing seem to be small, uncertainty and complexity in international / global environment are met more regularly. Theoretical discussions are followed by a number of examples and case studies, to clearly and convincingly demonstrate the points made, and to help students understand how international marketing is performed.

- **Prerequisites:**

Students need to ensure that they meet the prerequisites for the specific elective stream this module is available in.

Module Contents (Syllabus):

A. Introduction: An Overview of the International and Global Environment and the Role of Marketing in it

- Introduction to international trade
- The importance of international trade, types of international trade
- The macro-economic environment
- Socio-cultural elements of the world market environment
- Political environment and legal dimensions
- Technological environment

B. Strategic Design & Planning

- Global marketing management: Planning and organization
 - MIS and market research in global markets
 - Criteria for choosing international and global markets
 - Strategy Alternatives for entering to international and global markets
 - Segmentation, targeting, positioning
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- Regional market characteristics, competition

C. The Marketing Mix for International and Global Markets

- Product decisions
- Pricing decisions
- Channel decisions, international distribution
- International marketing communication, strategies, promotional tools

D. International Collaborations

- Different forms of collaboration

Language of instruction / Γλώσσα διδασκαλίας

Greek

Name and contact info of lecturer / Στοιχεία διδάσκοντα

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Expected learning outcomes / Μαθησιακοί στόχοι

The purpose of this course is to:

- Sensitize students on economic, political and socio-cultural differences among nations,
- Explain the significance of international trade, analyze the issues raised in international operations and the role of marketing in dealing with them,
- Describe the role of marketing people in an internationally active business,
- Contribute to the understanding of the issues involved in marketing operations in an international or global, as opposed to a domestic setting,
- Analyse in-depth the various strategies for entering international markets and the criteria for choosing between them.

Having completed the course successfully, students should be able to:

- Comprehend the significance of international trade and the role of marketing for this.
- Perform a market entry strategy analysis and submit a recommendation,
- Face selected marketing challenges in international firms, taking into account factors that affect them,
- To develop the ability to analyse, compose, design and implement the appropriate strategies for entering the international markets under conditions of uncertainty and financial restrictions.

Mode of delivery and teaching methods / Είδος μαθήματος και διδακτική μέθοδος

The course is taught by means of lectures in-class discussion (case studies), homework exercises and assigned and optional reading. Students' participation during classes is considered essential for achieving educational goals.

Where case studies are assigned for preparation, students will be required to submit for grading, before class discussion begins, by email and also on printed paper, a 2-3 page summary and / or answers to specific questions set.

Compulsory & recommended reading / Υποχρεωτική & Συνιστώμενη βιβλιογραφία

A) Principal Reference:

- Avlonitis, G., K. Liberopoulos / V. Tyanavaras (2010). Modern Marketing Strategies for Global Markets. Athens: Rosili [ISBN 978-960-89407-3-4].
- Panigirakis, G. (1999). International Export Marketing. Part A, (2n edition). Athens: Stamoulis [ISBN 960-7306-13-9].
- Cateora, P.R. & Graham J.L. (2002). International Marketing (Part A' & Part B'). Athens: Papayisi (translation from the 10ης American Edition in Greek) [ISBN 960-02-1673-8 (Τόμος Α'), 960-02-1674-6 (Τόμος Β')].
- Cateora, P.R. & Graham J.L. (2002). International Marketing. USA: Irwin (11th International Edition).

B) Additional References:

- Buzzell, R.D., Quelch, J.A. & Barlett, C.A. (1995). Global Marketing Management: Cases and Readings. USA: Addison Wesley (3rd Edition).
- Cundiff, E.W. & Hilger, M.T. (1988). Marketing in the International Environment. NJ: Prentice Hall (2nd International Edition).
- Keegan, W.J., (1989). Global Marketing Management. Prentice Hall (4th Edition).
- Graham, J.; M.C. Gilly & P.R. Cateora (2008). International Marketing. McGraw Hill, Irwin, USA, ISBN-10, [0073380989 ISBN-13: 978-0073380988].
- Keegan, W.J. & M. Green (2010). Global Marketing. 6th Global Edition, Pearson Higher Education, US, [ISBN-10: 013704268X ISBN-13: 978-0137042685].
- Kotler P. (2000). Marketing Management: Analysis, Planning, Implementation & Control. Athens: Interbooks (translation of the 9th international edition in Greek).
- Samli, A.C. & Still, R. & Hill, J.S. (1993). International Marketing: Planning and Practice. USA: Macmillan.
- Papageorgiou, P. (1990). Introduction to International Marketing, Publisher: Stamoulis, Athens, Greece.
- Tsaklanganos, A. (2001). Basic Principles of Marketing, Part B', second edition, Thessaloniki: Publisher Kyriakidis.

Magazines and newspapers recommended:

US News and World Report	Harvard Business Review
Guardian	The Times
The Independent	Financial Times
Euromarketing	Business Central Europe
Fortune	Advertising Age International
Marketing News	International Business Review

Assessment methods & criteria / Μέθοδος & κριτήρια αξιολόγησης

Final examination (*1)	40%
Final Project (*2)	30%
Case studies, coursework	30%

(*1): In order for a student to successfully complete this class, it is necessary not only to obtain an average grade for all evaluated work of five (5) or above, but also to obtain a grade of five (5) or above in the final examination.

(*2): The final project is graded for content, structure, layout and quality of collaboration with the instructor. Grades take into account project difficulty.

Final examination may be in the form of short or long answers to questions set, analysis of case studies or multiple choice questions.

