

COURSE OUTLINE

(1) GENERAL

SCHOOL	OF BUSINESS STUDIES		
ACADEMIC UNIT	SHIPPING, TRADE & TRANSPORT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	Δ11400	SEMESTER	8 th
COURSE TITLE	INTERNATIONAL MARKETING		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		3	5
COURSE TYPE	M4.017 SUBJECT AREA COURSE – ELECTIVE		
PREREQUISITE COURSES:	AFTER SUCCESSFUL EXAMINATION OF 16 COMPULSORY COURSES		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TNEY235/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>The purpose of this course is to:</p> <p>Sensitize students on economic, political and socio-cultural differences among nations.</p> <ul style="list-style-type: none"> • 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. <p>Having completed the course successfully, students should be able to:</p> <ul style="list-style-type: none"> • 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
General Competences

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Working in an international environment
- Working in an interdisciplinary environment
- Adaptation to new situations
- Production of new research ideas

(3) SYLLABUS

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

Marketing Aspects of the International Environment

- The macro-economic environment
- Socio-cultural elements of the world market environment
- Political environment and legal dimensions
- Technological environment
- MIS and market research in global markets
- Regional market characteristics, competition

Strategy Alternatives for Entry and Positioning in Global Markets

- Global marketing management: Planning and organization
- Marketing strategies for entering to international and global markets
- Criteria for choosing international and global markets

The Marketing Mix for International and Global Markets

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

Special Topics in International Marketing

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face and distance synchronous transmission of lectures (due to COVID-19 restrictions)	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching, communication with students	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39 hours

	Study and analysis of bibliography	25 ώρες
	Group assignments/ Coursework/ case study analysis	20 ώρες
	Independent study	41 ώρες
	Course total	125 hours
STUDENT PERFORMANCE EVALUATION	<p>Student evaluation procedures and final course grading are based on the weighted combination of:</p> <p>Final Grade:</p> <p>a) Assignment/ Project submission: (70%)</p> <p>b) Presentation, coursework, case study analysis, participation: (30%)</p> <p>Language of student evaluation: Greek with specialized terminology in English.</p>	

(5) ATTACHED BIBLIOGRAPHY

<p>Suggested bibliography:</p> <p>Panygirakis, G (2013). International Marketing. Athens: 1st edition, Stamoulis Publishers [ISBN 978-960-351-914-0].</p> <p>Avlonitis, G, Lympelopoulos, K., & B. Tsanavaras (2010). Modern Marketing Strategies for International Markets, 1st edition, Rosili Publishers [ISBN 978-960-89407-3-4].</p> <p>Additional bibliography:</p> <p>Cateora, P.R. & J.L. Graham (2002). International Marketing (Paarts A & B). Athens, Papazisi Publishers (translation of the 10th American Edition in Greek [ISBN 960-02-1673-8 & 960-02-1674-6, αντίστοιχα].</p> <p>Tsklanganos, A. & P. Tsaklanganou (2018). Basic Principles of Marketing, 4th edition, Thessaloniki: Publishing Company Kyriakidis S.A.[ISBN 978-960-602-027-8], [Eudoxus 50662530].</p>
--