

Course unit title:	International Marketing		
Course unit code:	ABSM 306		
Type of course unit:	Required		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	3		
Semester when the unit is delivered:	5 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Recall the main concepts relevant to international and global marketing. 2. Comprehend the complexity of operating in the international/global marketing environment 3. Apply the various marketing mix strategies in an international context 4. Evaluate the methods, tools, and techniques used for identifying and selecting international market opportunities and the methods of entry into the international marketplace. 5. Develop skills for formulating international marketing strategies 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Introduction to Global Marketing Overview of Marketing Competitive advantage Globalization Forces affecting Global Marketing</p> <p>The Global Marketing Environment Overview, Methods, tools and techniques used for identifying, analyzing and selecting international market opportunities Analyzing foreign market potential and opportunities</p> <p>Segmentation, Targeting and positioning Global Market Segmentation Assessing Market potential and Choosing Target Markets Target Market Strategy Positioning</p> <p>Importing, Exporting and Sourcing Organizational Export Activities</p> <p>Methods of entry into the international market place Licensing Investment Strategic Alliances</p> <p>The Global Marketing Mix Product and Brand Decisions Pricing for International Markets Factors Influencing International Pricing Logistics and the International Distribution System Channel of Distribution Structures Factors affecting choice of channels Global Marketing Communications Global Advertising Public Relations Sales Promotions Personal Selling and Direct / Internet Marketing</p>		

	Strategic Elements for Competitive Advantage
Recommended and/or required reading:	
Textbooks:	Keegan, W. J and Green, M. C. (2013) Global Marketing. London: Pearson/Prentice Hall
References:	Cateora R. P. and Graham, L. J. (2002) International Marketing. New York: Mc GrawHill Jonsson, J. K. (2003) Global Marketing: Foreign Entry, Local Marketing & Global Marketing. New York: McGraw-Hill – Irwin Dahlen, M. and Lange, F. (2010) Marketing Communications: A Narrative Approach West Sussex: John Wiley and Sons Ltd Belch, G. and Belch, M. (2008) Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill Higher Education
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	Midterm: 10% Group assignment: 25% Group Presentation: 5% Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable