

### ABSM306 – International Marketing

Course Title	International Marketing				
Course Code	ABSM306				
Course Type	Elective (BA Business Administration)				
Level	BA (Level 1)				
Year / Semester	3 <sup>rd</sup> year/ 6 <sup>th</sup> semester				
Teacher's Name	Dr Athanasia Tziortzi / Dr Danae Harmandas / <b>Mr Yiannos Loizides</b>				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>This course involves the study of the issues involved in identifying, and developing, relationships with international markets. The course analyses the marketing that occurs across national boundaries.</p> <p>The course starts by considering changes in the global marketplaces and emphasizes the importance of understanding cultural diversity in order for businesses to respond effectively to different market conditions. In addition it also examines other macro and micro-environmental factors which all help towards identifying and evaluating market entry strategies. This course focuses also on various key topics in international marketing planning, including: standardization vs. Adaptation: marketing communications, looking at global branding and advertising, exporting, managing and logistics: pricing; ethical, financial and organizational issues</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the main concepts relevant to international and global marketing.</li> <li>2. Comprehend the complexity of operating in the international/global marketing environment</li> <li>3. Apply the various marketing mix strategies in an international context</li> <li>4. Evaluate the methods, tools, and techniques used for identifying and selecting international market opportunities and the methods of entry into the international marketplace.</li> <li>5. Develop skills for formulating international marketing strategies</li> </ol>				
Prerequisites	ABSM101	Co-requisites	None		
Course Content	<p><b>1. Introduction to International Marketing</b>            Overview of Marketing            Competitive advantage            Globalization, internationalisation, global localisation</p>				

	<p>Forces affecting Global Marketing</p> <p><b>2. The International Marketing Environment</b> Overview, Methods, tools and techniques used for identifying, analyzing and selecting international market opportunities Analyzing foreign market potential and opportunities The importance of culture in international marketing</p> <p><b>3. International Segmentation, Targeting and positioning</b> International Market Segmentation Assessing Market potential and Choosing Target Markets Target Market Strategy Positioning</p> <p><b>4. Importing, Exporting and Sourcing</b> Organizational Export Activities</p> <p><b>5. Methods of entry into the international market place</b> Licensing Investment Strategic Alliances</p> <p><b>6. The International Marketing Mix</b> Product and Brand Decisions</p> <p>Pricing for International Markets Factors Influencing International Pricing</p> <p>Logistics and the International Distribution System Channel of Distribution Structures Factors affecting choice of channels</p> <p>Global Marketing Communications Global Advertising Public Relations Sales Promotions Personal Selling and Direct / Internet Marketing</p> <p><b>7. Strategic Elements for Competitive Advantage in the international marketing environment</b></p>
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this</p>

	<p>courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
<p>Bibliography</p>	<p><b>(a) <u>Textbooks:</u></b> Keegan, W. J and Green, M. C. (2017) Global Marketing. London: Pearson/Prentice Hall</p> <p><b>(b) <u>References:</u></b></p> <p><b>Book</b></p> <ul style="list-style-type: none"> <li>○ Cateora, P., Graham, J., Gilly, M. and Money, B. (2020). International Marketing. Mc GrawHill</li> </ul> <p><b>Journal articles</b></p> <ul style="list-style-type: none"> <li>○ Leonidou, C. N. and Hultman, M. (2019) Global marketing in business-to-business contexts: Challenges, developments, and opportunities. Industrial Marketing Management, 78, p. 102-107</li> <li>○ Samiee, S., and Chirapanda, S. (2019) International Marketing Strategy in Emerging-Market Exporting Firms. Journal of International Marketing, 27(1), 20–37</li> <li>○ Sheth, J. N. (2020) Borderless Media: Rethinking International Marketing. Journal of International Marketing, 28(1), 3–12</li> </ul> <p><b>Suggested Journals</b></p> <ul style="list-style-type: none"> <li>○ European Journal of Marketing</li> <li>○ International Journal of Advertising</li> <li>○ International Journal of Marketing Communications</li> <li>○ International Journal of Marketing</li> <li>○ Journal of Marketing</li> <li>○ Journal of Promotion Management</li> </ul> <p><b>Useful Links</b></p> <ul style="list-style-type: none"> <li>○ Advertising Age <a href="http://www.adage.com">www.adage.com</a></li> <li>○ DIGIDAY <a href="http://www.digiday.com">www.digiday.com</a></li> <li>○ Marketing Week <a href="http://www.marketingweek.com">www.marketingweek.com</a></li> <li>○ MarketingProfs <a href="http://www.marketingprofs.com">www.marketingprofs.com</a></li> </ul>
<p>Assessment</p>	<p><b>(a) <u>Methods:</u></b></p> <p><b>Students will be assessed as follows:</b></p> <p style="text-align: center;"><b><u>Final exam</u></b></p> <p style="text-align: center;"><b><u>Course work</u></b></p>

- Group assignment: This is a group assignment which includes a theoretical part and a practical application part
- Mid term exam
- Oral Presentation

**(b) Criteria:**

**Final/Mid term exams:** Assessment criteria are available to the students in relation to each of the written exams (final, mid term)

- Each question is however assessed using the following general criteria :
  - 86%-100% excellent/comprehensive answers
  - 76%-85% very well answered questions
  - 66%-75% well answered questions
  - 50%-65% satisfactory answered questions
  - 0%-49% poor or incorrect answers

**Assessed Group Assignment and Oral Presentation**

\*The assignment assessment criteria will be presented in the context of the assignment guidelines that will be given to the students in due time

\*The oral presentation assessment criteria are as follows:

	<b>Maximum mark</b>
Preparation	15
PPT presentation (Clear, not overcrowded)	15
Content	20
Organization of information	15
Ability to answer questions	20
Adherence to time limit	15
<b>MAXIMUM TOTAL MARK</b>	<b>100</b>

\*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

**(c) Weights:**

- Final exam: 60%
- Group assignment: 20%
- Mid term exam: 15%
- Presentation: 5%

Language	<b>English</b>
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