

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230802</b>	<b>SEMESTER</b>	<b>8th</b>
<b>TITLE</b>	<b>INTERNATIONAL MARKETING</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Laboratory Exercises		6	5
<b>COURSE TYPE</b>	Special Background		
<b>PREREQUISITE COURSES</b>	-		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>	<a href="http://ommt.ihu.gr/wp-content/uploads/courses21/210802_Per_Diethnes-mkt.pdf">http://ommt.ihu.gr/wp-content/uploads/courses21/210802_Per_Diethnes-mkt.pdf</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The course aims to examine the environmental differences that exist between different countries and the marketing strategies followed by companies. An effort is being made to follow the "globalized" approach to Marketing.</p> <p>Students completing the courses will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>KNOWLEDGE:</b> recognize the role of economic, legal, social, and political forces in international marketing strategy and the role of market research for export and international companies in the marketing decision-making process</li> <li>2. <b>UNDERSTANDING:</b> distinguish the complexity of the international environment</li> <li>3. <b>IMPLEMENTATION:</b> identify and examine the opportunities that arise in the international market. They prepare basic parts of an export marketing plan</li> <li>4. <b>ANALYSIS:</b> combine the elements of the international marketing mix with special emphasis on the specific processes and techniques related to the individual elements.</li> <li>5. <b>COMPOSITION:</b> design, implement, and implement an international marketing program, to compose the marketing mix in the international environment (product, distribution, promotion, and pricing).</li> <li>6. <b>EVALUATION:</b> evaluate and propose strategies for entering the international market.</li> </ol>
<b>General Skills</b>

- Search, analysis and synthesis of data and information, using the necessary technologies
- Autonomous work
- Teamwork
- Decision making
- Adaptation to new situations
- Project planning and management

### 3. COURSE CONTENT

Apart from the environmental characteristics of the various countries and the marketing strategies of the international company, other topics considered are international trade and international financial organizations, international marketing research, strategies for "entering" foreign markets, the organization of International Marketing ( I.M)., Product design in I.M., pricing policy, distribution channels in I.M., physical distribution (logistics), promotion policy, export marketing, current trends in I.M. . and multinational companies. In addition, a case study (case study) of international companies is performed, which aims at consolidating the theory and developing the technical knowledge and skills of students, so that they gain more complete knowledge of the subject of International Marketing.

Specifically:

1st Orientation - Introduction to International / Global Marketing

2nd Analysis of environmental factors in the context of D.M. -

3rd Relationship with business strategy

4th International Trade and International Economic Organizations

5th International Marketing Research

6th Entry Strategies "in foreign markets - Organization in D.M.

7th Product design for D.M.

8th Pricing Strategies in D.M.

9th Distribution Channels in D.M., physical distribution - logistics.

10th Promotion Policy in D.M.

11th Export Marketing - The trends in D.M. and multinational companies

12th International Marketing Management - International Marketing Strategy.

13th Exhibitions of Export Marketing Plan.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Presentations with teaching in the classroom and support (forum, chat) through the Electronic Classroom Management System of the Foundation There will be tutoring courses where students will have the opportunity to get acquainted with the environment of an export company, carrying out real export marketing programs. During the practice exercises, presentations from real case studies will be made.
<b>ICT USE</b>	Software information system for export marketing program Online Classroom Management Software to support the learning process (Moodle)



Type: Book

Distributor (Publisher): Epikentro Publications SA

#### Supplementary bibliography

Panigyrakis G. (2017), International Marketing, UNIBOOKS Publications, (ISBN: 9786188281264)

Lymperopoulos K., Tzanavaras, B. and SALAMOURA, M., (2015) International and Export Marketing Strategies, ISBN: 978-960-603-211-0, Greek, Academic, Electronic Books, and Aids [www.kalippos.gr](http://www.kalippos.gr)

Manolopoulos D., Bitzenis A. (2019). THE INTERNATIONAL ENTERPRISE IN THE TWENTY-FIRST CENTURY, .stamoulis publications,

Samantha E. (2018). INTERNATIONAL MARKETING, Modern Publications Editorial

Avlonitis G., Lymperopoulos K. and Tzanavaras V. Contemporary Marketing Strategies for International Markets, Rosili Publications, Athens, Greece

Ball, D.A., Geringer, J.M., Minor, M.S. & McNett, J.M., International Business, Focus, Translation 12th Edition, 2010.

#### **Related scientific journals**

International Marketing Review

International Business Review

The International Trade Journal

Advances in International Marketing

Review of International Business and Strategy