COURSE OUTLINE

1. GENERAL INFORMATION

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

2. LEARNING OUTCOMES

Learning outcomes

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.

Students completing the courses will be able to:

- 1. KNOWLEDGE: 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
- 2. UNDERSTANDING: distinguish the complexity of the international environment
- 3. IMPLEMENTATION: identify and examine the opportunities that arise in the international market. They prepare basic parts of an export marketing plan
- 4. ANALYSIS: combine the elements of the international marketing mix with special emphasis on the specific processes and techniques related to the individual elements.
- 5. COMPOSITION: design, implement, and implement an international marketing program, to compose the marketing mix in the international environment (product, distribution, promotion, and pricing).
- 6. EVALUATION: evaluate and propose strategies for entering the international market.

General Skills

- 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

TEACHING METHOD	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.	
ICT USE	Software information system for export marketing	
	program Online Classroom Management Software to	
	support the learning process (Moodle)	

TEACHING ORGANIZATION	Activities	Working Load per Semester	
	Lectures	26	
	Tutoring	52	
	Individual Projects -	12	
	Presentations		
	Group Project	30	
	Self-study	30	
	TOTAL	150	
ASSESSMENT	I. Written final exam (60%) which includes:		
	-Multiple-choice questions		
	-Case Studies		
	II. Teamwork (30%):		
	Mandatory export marketing teamwork for real export		
	business.		
	III. Participation and Individual Oral Test (10%)		
	It concerns topics that have been covered in		
	theoretical lectures and tutoring courses. The test takes place in the room at the end of the semester and		
	before the final written exams.		
	Purpose of evaluation: The control of the students'		
	progress in relation to the educational objectives,		
	feedback, and possible modification of the teaching		
	(fine-tuning)		
	The test material is posted on Moodle and time is		
	spent before the test solving questions about the test		
	spent before the test solvir	ng questions about the test	
	spent before the test solvir material.	ng questions about the test	

5. REFERENCES

-Suggested bibliography:

1st: International Marketing International Marketing

Book Code in Eudoxus: 102070182

Version: 1/2021

Authors: Cateora Philip R., Money Bruce R., Gilly Mary C., Graham John L.

they receive their degree.

After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.

ISBN: 9789925588268

Distributor (Publisher): BROKEN HILL PUBLISHERS LTD

2nd: International Business Activity Book Code in Eudoxus: 22767619

Edition: 1/2014

Authors: Ball A. Donald, Geringer J. Michael, Minor S. Michael, McNett M. Jeanne

ISBN: 9789604583584

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

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