

Course Title	Emerging Issues in International Marketing				
Course Code	MAR220				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	2 nd Year / 4 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours / 14 weeks	Laboratories / week	None
Course Purpose and Objectives	The primary objective of this module is to introduce the student to a systematic treatment of Marketing on an International scale. Special emphasis is placed on emerging issues in the industry, and the conceptual and analytic tools that enable the marketing manager to better exploit the opportunities and avoid the pitfalls of International Marketing.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Compare the theoretical bases of International Marketing to various business settings • Discuss the contemporary emerging issues in the field of International Marketing • Describe the business environment from an International marketing perspective. • Explain the learned International marketing skills which they have acquired in class via the usage of questioning and industry based case studies. • Describe the complexities and challenges involved in working in the field of International Marketing. 				
Prerequisites	MAR100	Co-requisites			
Course Content	<p>Global Marketing Activities: Foreign Marketing; Relationship Between Domestic and Multinational-Global Marketing.</p> <p>Underlying Forces of International Business: the International Monetary Framework; the World Trading System.</p>				

Market Characteristics: Income and Population; Trade Patterns; Consumption Patterns; Market Development; Stages of Market Development; Social and Cultural Elements of the World Market Environment; Basic Aspects of Culture; Analytical Approaches to Cultural Factors.

Protectionism: Protection Logic; Trade Barriers; Market Barriers.

Regional Market Characteristics: Economic Cooperation and Preferential Trade Arrangements; Free Trade Area; Customs Union; Economic Union; Marketing in Less Developed Countries.

Legal Dimensions: Establishment; Patents and Trademarks; Taxes; Expropriation; Antitrust; Bribery; Regulatory Agencies.

The Financial Framework: Currency Supply and Demand; Methods of Payment.

Marketing Information Systems: Elements of An International Information System; Sources of Information; Marketing Research; Special Problems in International Marketing Research; Analytical Techniques for Researching International Markets.

Strategy Alternatives for Entry and Expansion: Exporting; Licensing; Joint Ventures; Ownership; Market Expansion Strategies.

Competitive Analysis and Strategy: Industry Analysis; Competitor Analysis; Competitive Strategy.

Product Decisions. Product Saturation Levels in International Markets; Product Design; Attitudes Toward Foreign Products; Geographic Expansion; New Products in Multinational Marketing.

Pricing Decisions. Export Pricing; Pricing in An Inflationary Environment; Transfer Pricing; Multicountry Pricing.

Channel Decisions. Channel Structure; Channels in Less Developed Countries; International Channel Innovation; Channel Strategy for New Market Entry; Channel Selection.

Promotion Decisions. World Advertising Expenditures; International Advertising.

Exporting and Importing. National/Government Policies Towards Exports; Terms of Access; Choosing Export Markets; Trade Terms;

	<p>Export Organization; Export Promotion; Export Financing; Barter and Countertrade; Export Documentation and Control.</p> <p>Global Marketing Planning: Requirements for A Successful Global Marketing Plan; Grouping World Markets for Product Planning; Planning for Multinational Brands; Patterns of International Organizational Development.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>		
Teaching Methodology	Face to face		
Bibliography	<p>Keegan, W.: MULTINATIONAL MARKETING MANAGEMENT, Prentice Hall</p> <p>Cateora, P.: INTERNATIONAL MARKETING, Richard D Irwin</p> <p>Kirpalani, V.: INTERNATIONAL MARKETING, Random House Business Division</p> <p>Czinkota/Ronkainen: INTERNATIONAL MARKETING The Dryden Press</p> <p>Onkvisit / Shaw: INTERNATIONAL MARKETING: Analysis and Strategy Rortledge</p> <p>Albarm / Strandskov / Dverr : INTERNATIONAL MARKETING AND EXPORT MANAGEMENT, Prentice Hall</p> <p>Selected articles from periodicals</p>		
Assessment	Examinations	70%	
	Class Participation and Attendance	10%	
	Assignments	20%	
		100%	
Language	English		