

## Global Learning Semesters

### Course Syllabus

Course: MKTG-491 International Marketing

Department: Business Administration

Host Institution: University of Nicosia, Nicosia, Cyprus

Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-491	International Marketing	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring, Summer	42	None
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

### Course Description

The course exposes students to obtain a broad overview of the dynamic and complex subject of international marketing, to distinguish between international marketing and marketing in the domestic context, to show how different nations are interdependent within the world economy, and to show how the above theory applies to businesses and how the various marketing functions are modified to suit an international spectrum of operations.

### Instructor

Dr. Haris Iacovidou

### Course Aims and Objectives

For the students to obtain a broad overview of the dynamic & complex subject of international marketing, to distinguish between international marketing and marketing in the domestic context, to show how different nations are interdependent within the world economy, and to show how the above theory applies to businesses and how the various marketing functions are modified to suit an international spectrum of operations

Upon completion of this course, the student will be:

- a) Aware of the unique differences of international marketing
- b) Sensitive to economic, social, cultural and political factors impacting international marketing
- c) Observant and able to categorize and analyze foreign markets and their characteristics
- d) Able to research foreign markets and make the necessary contacts for entry or continued growth
- e) Able to draft and execute successfully an international marketing plan

## Teaching Methods

The course is to be delivered through a mixture of lectures, discussions, 2 project-work & presentations, site visits, article reviews, case studies and external/guest lecture(s).

## Evaluation and Grading

Mid-Term Exam	30%
Project Work / Presentations	30%
Final Exam	35%
Class Participation	5%

## Readings and Resources

### Recommended:

- 1) Vern Terspstra, Ravi Sarathy, International Marketing/ Dryden Press/ Harcourt College Publishers./ Eighth Edition (in library)
- 2) Michael R. Czinkota, Ilkka A. Ronkainen, International Marketing, Dryden Press, Fifth Edition
- 3) Vranesevic, T., Vignali, C. and Vrontis, D. Marketing and Retailing Strategy. 2006. Accent. Zagreb
- 4) Keegan, W.J. and Green, M.C. 2005. Global Marketing. Fourth Edition. Pearson. Prentice Hall
- 5) Bradley, F. 2002. International Marketing Strategy. 4<sup>th</sup> Edition. Financial Times. Prentice Hall.

Other: Business Week, Forbes, The Financial Times, The Economist, Finance Newspapers, Wikipedia (internet)

## Lecture Outline

1. Review of Marketing/ Introduction to International Marketing. International Trade Institutions and US Trade Policy
2. Economic Environment. Legal and Political Environment
3. Social and Cultural Environment. Information, Databases and Market Research
4. The Export and Import Process. Licensing, Franchises, Alliances
5. Product Adaptation. Pricing – Guest lecturer
6. 1<sup>st</sup> Marketing Project (Supermarket) Presentations
7. Mid-term
8. Channels and Distribution. Global Supply Chain
9. International Communication. Advertising and PR
10. E-commerce. Services Marketing
11. Site Visit
12. Global Strategic Planning. Global Segmentation and Competitive Advantage
13. 2<sup>nd</sup> Marketing Project (McDonalds) Presentation

## 14. Final exam