

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	42	None
Department	Level of Course	Language of Instruction
Business Administration	Upper Division	English

Course Description

The course delivers knowledge on a variation of aspects relating to the subject, such as: Scope, Context & Challenge of International Marketing, International Markets and their Interrelationship, People & Culture across the World, Politics and Laws affecting International Marketing, Global Marketing Strategy, International Marketing Intelligence, International Product Policy, Entering a Foreign Market, International Marketing Communication, Pricing for International Markets, International Marketing of Services, Information Technology for International Marketing, and International Marketing Management.

Instructor

Dr Alkis Thrassou

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

Teaching Methods

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

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Mid-Term Exam 30%

Project Work / Presentation	10%
Final Exam	50%
Class Participation	10%

Readings and Resources

Required Textbook

Vern Terpstra, Ravi Sarathy, International Marketing, Dryden Press / Harcourt College Publishers, Eighth Edition

Recommended Reading

Marketing & Management-related academic journals, The Economist, The Financial Times, International Economy & Finance Newspapers etc