

INTERNATIONAL MARKETING STRATEGIES

Business

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US

OBJECTIVES

This course provides students with the tools to explore and understand marketing practices in a global environment. The student, as a marketing manager, will learn the scope and challenge of international marketing, working in a different environment (cultural, political, and legal), using different business entries, and finally, analyzing ways to develop global marketing strategies. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through a group project and case studies.

REQUIREMENTS

Fluent in English

LEARNING OUTCOMES

1. To recognize cultural differences in different markets and their effect on international business.
2. To be able to analyze such differences in terms of opportunities and risks in conducting marketing.
3. To understand the relationship between international trade and the political and economic factors and trade agreements.
4. To understand and to be able to apply the different marketing strategies: segmentation, targeting and positioning.
5. To develop strategies and plan for launching a new product: market entry and marketing mix (product, price, promotion, and place).
6. To become familiar with the tools, framework and techniques for identifying market opportunities.

CONTENTS

- Introduction to International Marketing
- Cultural environment, culture, elements of culture
- The Legal and Political Environment
- The Economic Environment
- Market Entry
- Mid-Term presentations (Project part 1)
- Mid-Term Exam
- Segmentation, Targeting and Positioning
- Product and Brand Management
- Global Pricing Strategies
- Global Promotional Strategies
- Channel and Distribution Strategies
- Marketing plan

TEACHING METHODOLOGY

Classes will be conducted in seminar format promoting student participation. Attendance is not compulsory (except for case studies), but is crucial to attain a satisfactory grade. It is important to remark that most of the theoretical material is fundamental to undertaking the case studies and the final exam. Fundamental theoretical notions and special issues regarding marketing strategies in the international context will be discussed in class and applied via case studies.

ASSESSMENT CRITERIA

Mid-term exam: 20%

Final exam: 20%

Group assignments (other than final project): 40%

Project: 20%

Mid-term and final exams (20% & 20%): The mid-term and final exams will cover all material studied during the course – theory and case studies. The format will be open questions and a small case study can be included. The final exam is not cumulative.

Group assignments (40%): You are expected to deliver an analysis of the case studies, and to participate during each activity.

Project presentation (20%): The students will analyze the attractiveness of doing business in a country and develop marketing strategies for introducing a product in the country. A presentation will be conducted from the analysis.

BIBLIOGRAPHY

Required reading:

Keggan, W. and Green M. (2017) *Global Marketing*, 9th Edition, Mc-Graw Hill.

Recommended reading:

Cateora, P. et al (2010) *International Marketing*, 15th Edition, Mc-Graw Hill.

Czinkota, M.R.; Ronkainen, I.A. (2012) *International Marketing*, 10th Edition, Cengage Learning.

Kotler, A.; Armstrong, G. (2011) *Principles of Marketing*, 14th Edition, Prentice Hall.

Doole, I.; Lowe, R. (2012) *International Marketing Strategy*, 6th Edition, Cengage Learning EMEA.