

COURSE OUTLINE

(1) GENERAL

(2) GENERAL

SCHOOL	FACULTY OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
ACADEMIC UNIT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	POSTGRADUATE		
COURSE CODE		SEMESTER	1 st
COURSE TITLE	INTERNATIONAL MARKETING		
TEACHING ACTIVITIES	TEACHING HOURS PER WEEK	ECTS CREDITS	
		7.5	
COURSE TYPE	CORE		
PREREQUISITES	NONE		
TEACHING & EXAMINATION LANGUAGE	GREEK, ENGLISH FOR ERASMUS STUDENTS		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE URL	https://eclass.duth.gr/courses/1428266/		

(2) LEARNING OUTCOMES

Learning outcomes
Course description This course introduces the marketing practices of firms seeking their international expansion, aiming to help the student understand the different marketing management strategies from a global perspective. It analyzes the outline of the crisis and the emerging new phase of globalization, which lies at the background of all organizational phenomena nowadays. In this mutational context of the global socioeconomic environment, it presents specific marketing processes to understand and cover the customer's evolving needs globally, emphasizing particular aspects of the external environment affecting the articulation of international marketing systems. Also, the Stra.Tech.Man (strategy-technology-management synthesis) is presented as a tool to perceive the evolving internal organizational environment and diagnose the specific (and correlated) opportunities and threats of the respective external environment. Learning outcomes Upon successful completion of the course, students will be able to: • Understand the basic concepts related to international marketing. • Understand how the external environment of international marketing is structured in the different levels that interact with each other (economic, social, institutional, cultural, and political). • Recognize how the international client thinks and acts through systematic global market research. • Know how a marketing strategy is structured for the firm (socioeconomic organization) to operate on a global level. General skills • Strengthen the understanding of how an organization operates in marketing terms in the international environment. • Increase the ability to analyze data related to the international activities of a socioeconomic organization and, in particular, of a company. • Increased ability to extract primary data, classify and analyze it and draw conclusions concerning a socioeconomic organization's national and international activities.

(3) COURSE CONTENT

1. What is international marketing?
2. The theoretical background of the “open economy” and international business
3. International marketing systems and international market research
4. The external business environment: political and legal factors affecting international markets
5. The external environment of the firm: Economic, social, and cultural factors affecting international markets
6. The articulation of strategy in the “foreign” market and the Stra.Tech.Man approach (strategy-technology-management synthesis)
7. The step-by-step marketing planning process and global marketing
8. Perspectives and opportunities in international consumer and business markets
9. The overall shape of the modern global economy
10. The myth of “evil” globalization
11. Structural changes in the new globalization environment and the global crisis
12. Globalization and “localism”

(4) LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD	Face-to-face lectures, Distance-learning lectures		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)	Use of the “eclass.duth.gr” electronic platform: - Any communication with the teacher, in addition to the lectured delivered in the amphitheater, is conducted via e-class. - E-class is the primary tool for the student to be informed about the course and must systematically monitor the teacher’s announcements.		
TEACHING ORGANIZATION	Activity	Workload/semester	
	12 Lectures	20 hours	
	Audiovisual material watching and examination of case studies	50 hours	
	Independent study	155 hours	
	Course total	225 hours	
STUDENT EVALUATION	Written exams		

(5) SUGGESTED BIBLIOGRAPHY

Required textbooks (in Greek)

- Διεθνές μάρκετινγκ – Μια μεθοδική σειρά σεμιναρίων για σπουδαστές και επιχειρηματίες
Έκδοση: Δεκέμβριος 2003
Συγγραφείς: RICHARD L. SANDHUSEN
ISBN: 9789602093658
Τύπος: Σύγγραμμα
Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΛΕΙΔΑΡΙΘΜΟΣ ΕΠΕ
- Διεθνές μάρκετινγκ
Κωδικός Βιβλίου στον Εύδοξο: 29908 και 29907 (δύο τόμοι)
Έκδοση: 1η έκδ./2003
Συγγραφείς: Cateora Philip R., Graham John L.
ISBN: 978-960-02-1673-8 και 978-960-02-1674-5
Τύπος: Σύγγραμμα
Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΠΑΠΑΖΗΣΗ ΑΕΒΕ

Recommended textbooks

- Διεθνές Μάρκετινγκ
Έκδοση: Δεκέμβριος 2003
Διεθνές Μάρκετινγκ
Κωδικός Βιβλίου στον Εύδοξο: 94691177
Έκδοση: 1η/2020
Συγγραφείς: Svend Hollensen Επιμέλεια-Μάρκος Μάριος Τσόγκας
ISBN: 9789609732390
Τύπος: Σύγγραμμα
Διαθέτης (Εκδότης): DA VINCI Μ.Ε.Π.Ε
- Διεθνές Μάρκετινγκ
Κωδικός Βιβλίου στον Εύδοξο: 68405677
Έκδοση: 1η έκδοση/2017
Συγγραφείς: Πανηγυράκης Γεώργιος
ISBN: 9786188281264
Τύπος: Σύγγραμμα
Διαθέτης (Εκδότης): UNIBOOKS IKE (ΣΤΑΜΟΥΛΗ)
- Στρατηγικές διεθνούς και εξαγωγικού μάρκετινγκ
Κωδικός Βιβλίου στον Εύδοξο: 320136
Έκδοση: 1/2016
Συγγραφείς: ΚΩΝΣΤΑΝΤΙΝΟΣ ΛΥΜΠΕΡΟΠΟΥΛΟΣ, ΒΑΣΙΛΗΣ ΤΖΑΝΑΒΑΡΑΣ, ΜΑΡΙΑ ΣΑΛΑΜΟΥΡΑ
ISBN: 978-960-603-211-0
Τύπος: Ηλεκτρονικό Βιβλίο
Διαθέτης (Εκδότης): Ελληνικά Ακαδημαϊκά Ηλεκτρονικά Συγγράμματα και Βοηθήματα - Αποθετήριο "Κάλλιπος"
<https://repository.kallipos.gr/handle/11419/1552>
- Η δυναμική της παγκοσμιοποίησης και οι επιχειρήσεις στην Ελλάδα
Κωδικός Βιβλίου στον Εύδοξο: 11560
Έκδοση: 1η έκδ./2006
Συγγραφείς: Βλάχος Χάρης
ISBN: 978-960-218-467-7
Τύπος: Σύγγραμμα
Διαθέτης (Εκδότης): ΕΚΔΟΣΕΙΣ ΚΡΙΤΙΚΗ ΑΕ

