

Subject	International Marketing
Credits US/ECTS	3/6
Teaching Language	English

1/ Course presentation

This course will provide an overview of international marketing and global marketing strategies. We will evaluate the environmental studies and challenges by evaluating the barriers to entry both on cultural and policy levels. Individual class projects will emphasize current trends and propose an original outlook into business possibilities of international marketing strategies of global corporations.

2/ Learning goals

- Understand the relationship between geopolitics, macroeconomics, technology, and culture to International Marketing.
- Overall understanding of International Marketing and its distinctions from Local Marketing
- Recognize the components of an Environmental Study and Risk Assessments
- Understand the effects of Trade Agreements, Oppositions, leverage,
- Have an understanding of consumer behavior and the buying process
- Construct a marketing mix strategy for a new product introduction
- Tackle the intangibles of the barriers to entry: culture on both managerial and consumer study levels
- Present a coherent international marketing plan for a new market product introduction.
- Recognize the impact of globalization and the role of emerging markets.
- Analyze case studies to determine strategic mistakes and advantages.
- Recognize the need for a truly integrated marketing approach, utilizing various strategies to achieve the right balance in the marketing mix.
- Develop creative thinking and critical analysis in a broader context.

3/ Learning conduct and course content per session

- Marketing at the local, regional, national, and international levels.
- Key trends in marketing today.
- International integrated marketing strategies.
- International trade issues.

- Determining when, where, and how to expand internationally.
- Segmenting, targeting and positioning
- Product strategies and development.
- Extension vs. adaptation strategies.
- Branding
- Developing international strategic alliances/partnerships.
- International sourcing and merchandising
- Choosing channels of distribution.
- International retailing strategies.
- International marketing communications.
- Using media to achieve business goals.
- Creating an integrated marketing plan.

5/ Assessments

100% Continuous assessment based on group work & presentations