

<b>Course unit title:</b>	Global Marketing										
<b>Course unit code:</b>	MKT 321										
<b>Type of course unit:</b>	Optional										
<b>Level of course unit:</b>	Bachelor (1st Cycle)										
<b>Year of study:</b>	3										
<b>Semester when the unit is delivered:</b>	1 or 2										
<b>Number of ECTS credits allocated :</b>	6										
<b>Name of lecturer(s):</b>	Ms. Maria Constantinou										
<b>Learning outcomes of the course unit:</b>	<ul style="list-style-type: none"> <li>• Differentiate between internationalization and globalization.</li> <li>• Identify the transition from international to global marketing.</li> <li>• Analyse the approach of a firm's competitive strategies in relation to global operations.</li> <li>• Assess the problems of conducting marketing research in international markets.</li> <li>• Record variances in the characteristics of political markets, economic development, ethnic, geographical, social and cultural factors of the foreign environments.</li> <li>• Analyse the role and influence of the multi-national organisation on international markets.</li> <li>• Identify market entry choices in foreign markets.</li> <li>• Appraise the product, pricing and distribution strategies in international markets.</li> <li>• Design a coordinated global marketing programme.</li> </ul>										
<b>Mode of delivery:</b>	Face-to-face										
<b>Prerequisites:</b>	None										
<b>Recommended optional program components:</b>	None										
<b>Course contents:</b>	This course aims to prepare students for the global market. The course will enable them to apply and expand on marketing principles and techniques comprising the marketing mix in international markets. Students will recognise the transition from international marketing to global marketing and reflect upon the importance of the global business existence.										
<b>Recommended and/or required reading:</b>	<p>Textbook</p> <p>Svend, H. (2007). <u>Global Marketing. A Decision-Oriented Approach</u>. 4<sup>th</sup> ed. Prentice Hall.</p> <p>Recommended reading(s):</p> <p>Cateora, P and Graham, J. (2002). <u>International Marketing</u>. 11<sup>th</sup> ed. McGraw Hill.</p>										
<b>Planned learning activities and teaching methods:</b>	Through lectures, case study analysis and class discussion students are expected to enhance both the theoretical, as well as the applied knowledge on the various global marketing issues.										
<b>Assessment methods and criteria:</b>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Oral Presentation</td> <td style="text-align: right;">4%</td> </tr> <tr> <td>Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">6%</td> </tr> <tr> <td>Midterm Examination</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Final Examination</td> <td style="text-align: right;">70%</td> </tr> </table>	Oral Presentation	4%	Class Participation	5%	Assignment	6%	Midterm Examination	15%	Final Examination	70%
Oral Presentation	4%										
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<b>Language of instruction:</b>	English										
<b>Work placement(s):</b>	No										