[INTERNATIONAL AND EXPORT MARKETING]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	**DE0364**	**SEMESTER**	**A' & B'**
COURSE TITLE	**INTERNATIONAL AND EXPORT MARKETING**		
INDEPENDENT TEACHING ACTIVITIES		**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures, Case Studies, Presentation		**3**	**6**
COURSE TYPE	Specialised general knowledge		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK with the use of English Terminology		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Learning outcomes

Upon completion of the course, it is expected that students will be able to research and study the conditions and the factors that prevail in a foreign market in order to gather the information and data necessary to make a decision on whether, and to what extent, products that the firm wants to export or produce and sell in that particular foreign market need to be modified and adapted to the conditions of that market, as well as to the preferences of local buyers. They will then be able to proceed with the formulation of the export marketing plan for the specific foreign market, which will also include the definition of the 4Ps (Product, Price, Promotion, Placement).

General Competences

1. Search for, analysis and synthesis of data and information
2. Adapting to new situations
3. Decision-making
4. Working independently
5. Team work
6. Working in an international environment
7. Respect for difference and multiculturalism
8. Criticism and self-criticism
9. Production of free, creative and inductive thinking

3. SYLLABUS

At the beginning of the 2nd decade of the 21st century, *International and Export Marketing* is becoming an increasingly important part of the core operations of modern and dynamic businesses. The degree of firms' international activities is constantly increasing at a rapid rate, as fast technological developments are constantly reducing the importance of distance, thus bringing even the most distant foreign markets closer and closer and making the expansion of trade (exports and imports of products and services) and international production relatively easier, faster and cheaper. In addition, new and relatively untapped markets have emerged as a large number of countries, most notably China and India, have embraced free market principles, thus creating new opportunities and challenges for modern and dynamic firms in all product and service industries. However, for firms to effectively address these challenges and successfully

exploit the many opportunities emerging in the *International Business Environment*, it is imperative that all levels of their management have at least a fundamental knowledge of *International and Export Marketing*. This necessity stems from the fact that formulating and carrying out *Marketing* strategies and technics in a foreign country is much more complex than doing it in the domestic market. The latter is because the company's attempt to market its products in a foreign country must take into account many new elements, different conditions and different factors, such as local culture, political climate, economic factors such as the local households' purchasing power, the local buyers' preferences, the local legal framework, climate and topography, the level of the country's infrastructure and many more. All these factors need to be investigated and taken into account in the formation of the export marketing plan for the introduction of the company's products in a foreign market. The management's understanding of the importance of all these issues becomes even more imperative for *Greek companies* which, as they face ever-increasing international competition in the domestic market, they have turned their attention and are trying to export, as well as produce, their products and services in the relatively unexploited, but also high business risk markets of the Balkan and Black Sea countries, as well as the countries of North Africa and the Arabic World. Additionally, it is now widely accepted that exporting is the relatively simpler internationalization (or extroversion) strategy that a firm needs to employ if it is to experience its sales and profits grow rapidly. This, of course, implies that the company should have human resources that have specialized knowledge of *International and Export Marketing*. For these reasons, this course examines issues related to the formation and drafting of the international or export marketing plan which are absolutely imperative for the relevant managers to know very well, so that the project of expanding the company's commercial and/or production activities internationally is crowned with success. These topics will also be studied through the analysis of real case studies during the lectures. Given the great lack of executives with specialized knowledge of *International and Export Marketing* in the market, the aim of the course is to equip students (and current or future managers) with those technocratic, but also empirical, knowledge and skills which will enable them to effectively manage the particularities and adversities that they will certainly face in their efforts to promote their firm's products and services in the markets of foreign countries. The course also provides useful knowledge for the managers of companies that operate domestically but also have foreign customers who come to Greece, such as tourism companies, construction companies that cooperate with foreign companies that establish facilities in Greece, as well as shopping centers which they are increasingly reaching out and trying to attract customers from neighboring countries. In addition, a main objective of the course is to make as clear as possible to the students how important and critical for the success of all marketing managers are the following: a) acquiring timely and valid information about the conditions and the developments in the foreign markets that are of interest to their firm, b) the demonstration of sensitivity on their part to the particularities of their potential customers in the foreign markets, and c) the existence of the capability, but also the predisposition, to adapt to the peculiarities and the different requirements and characteristics of their existing and potential customers in foreign markets that their company is doing business.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face, Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	The Eclass e-learning platform of the University of Macedonia is used to post relevant documents (course outline, exam information, lecture slides, useful links, etc.). Also, it is used to communicate with students through announcements and email messages. A PC and a video projector are used to show the lecture's Power Point slides in the auditorium. Also, case studies related to International Business are analyzed. In addition, experienced business executives are invited to present the international activities of their

	companies to the students. Finally, during the lectures, business newspaper and magazine websites are accessed to analyze recent articles related to the subject of the course, as well as websites with relevant data.
TEACHING METHODS	

Activity	Semester workload
Lectures	39
Analysing and answering two case studies	50
Study and analysis of bibliography	80
Course total	**169**

STUDENT PERFORMANCE EVALUATION	Evaluation is carried out in Greek. Method of evaluation: i. 2 written home assignments (Case studies) ii. Final written exam: Essay questions (25%) and a Case Study (25%) The students are informed about the evaluation method with the course outline which is provided to them before choosing the course and is posted on the eclass platform.

5. ATTACHED BIBLIOGRAPHY

Suggested bibliography:

A. Greek

1. Αυλωνίτης, Γ.Ι., Λυμπερόπουλος, Κ. και Τζαναβάρας, Β., *Σύγχρονες Στρατηγικές Μάρκετινγκ για Διεθνείς Αγορές*, Εκδόσεις Rosili, Αθήνα, 2010.
2. Ball, D.A., Geringer, J.M., Minor, M.S. & McNett, J.M, *Διεθνής Επιχειρηματική Δραστηριότητα,* Εκδ. Επίκεντρο, Μετάφραση 12ης Έκδοσης, 2010.
3. Cateora, P.R. και Graham, J.L., *Διεθνές Μάρκετινγκ,* Εκδ. Παπαζήση, 2 Τόμοι, Μετάφραση της 10ης έκδοσης (1999), 2003.
4. Griffin, R. και Pustay, M., *Διεθνείς Επιχειρήσεις και Επιχειρηματικότητα*, Εκδ. Τζιόλα, 2018.
5. Παλταγιάν, Γ., Χατζηδημητρίου, Ι. και Αιγυπτιάδης, Α., *Διοίκηση Διαδικασιών στο Διεθνές Εμπόριο*, Εκδόσεις ΔiΣΙΓΜΑ, 2021.
6. Φιλαδαρλής, Μπ., *Ο Τζακ, η Φασολιά και οι Εξαγωγές*, Global Greece, Θεσσαλονίκη, 2014.

B. English

1. Albaum, G., Duerr, E. and Josiassen, A., *International Marketing and Export Management*, 8th ed., Pearson, 2016.
2. Czinkota, M.R. and Ronkainen, I.A., *International Marketing,* 10th ed., South-Western, 2013.
3. Ghauri, P.N. and Cateora, P., *International Marketing,* 4th ed., McGraw-Hill, 2014.
4. Cook, T.A., *Mastering Import Export Management*, 2nd ed., 2012.
5. David, P.A., *International Logistics: The Management of International Trade Operations*, 5th ed., Cicero Books, 2017.
6. Hollensen, S., *Global Marketing,* 4th ed., Prentice Hall, 2007.
7. Johansson, J.K., *Global Marketing: Foreign Entry, Local Marketing and Global Management*, 5th ed., McGraw-Hill, 2009.
8. Kotabe, M. and Helsen, K., *International Marketing,* 6th ed., Wiley, 2015.
9. Ricks, D., *Blunders in International Business*, Blackwell Business, 2011.

- ***Related academic journals:***

Journal of International Marketing, International Marketing Review, Journal of International Business Studies, International Business Review, Journal of World Business, Journal of International Management, Management International Review, Strategic Management Journal, European Journal of International Management, European Business Review, Critical Perspectives in International Business, Research in International Business and Finance, European Management Journal, Journal of Strategy and Management, Transnational Corporations Review, Review of International Business and Strategy, International Review of Strategic Management, Journal of Business Research, Long Range Planning, Business Horizons, Harvard Business Review.