

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED ECONOMIC AND SOCIAL SCIENCES		
<b>ACADEMIC UNIT</b>	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
<b>LEVEL OF STUDIES</b>	<i>Undergraduate</i>		
<b>COURSE CODE</b>	<b>MRT803</b>	<b>SEMESTER</b>	8th
<b>COURSE TITLE</b>	INTERNATIONAL EXPORT MARKETING		
<b>INDEPENDENT TEACHING ACTIVITIES</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		5	5
<b>COURSE TYPE</b>	General Background		
<b>PREREQUISITE COURSES</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>	Greek		
<b>IS THE COURSE OFFERED for ERASMUS STUDENTS?</b>	YES (in English)		
<b>COURSE WEBSITE (URL)</b>	<a href="https://oeclass.aua.gr/eclass/">https://oeclass.aua.gr/eclass/</a>		

### 2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is:</p> <p>The purpose of the lesson is to present a succinct scientific approach to Marketing strategies followed by companies that have penetrated or intend to expand to foreign markets. It analyzes how to make business internationalization decisions in a globalized environment and describes the impacts of international trade, FDI and multinationals in the countries in which they operate. Examines sources of information from primary and secondary elements of an International Marketing Information System, describes alternative strategies for foreign market penetration and the factors that influence them and analyzes product, pricing, communication and promotion strategies. international markets. Finally, the process of international strategic marketing planning and planning is described</p> <p><b>Upon successful completion of the course, the student will be able to:</b></p> <ul style="list-style-type: none"> <li>• Know the basic problems and practices of international marketing.</li> <li>• Analyze and oversee the key aspects and dimensions of understanding the nature of the process of modern international marketing management</li> <li>• Distinguish important parameters for the role of international marketing in the past, present and future.</li> <li>• Gain an understanding of the impact of international marketing on domestic economic policy.</li> <li>• Recognize and manage issues in the international cultural environment that influence the development of international marketing practices.</li> <li>• Understand the role of economic, legal, social and political forces in international marketing strategy.</li> </ul>

- Understand the role of market research for export and international companies in the marketing decision-making process.
- Analyze the elements of the international marketing mix with particular emphasis on specific procedures and techniques related to the international export marketing.

### General Competences

Adapting to new situations

Decision-making

Working independently

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Teamwork

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional, and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

### 3. SYLLABUS

1. Introduction to International Marketing - Objectives and Purpose
2. The Global Business Environment
3. Cultural Environment and Culture
4. The International Political Environment
5. The International Legal Environment
6. The International Economic Environment
7. International Marketing and Research
8. Multi-national and Global Business
9. Export marketing plan
10. Export paths and grey situations
11. International Product Policy
12. International View
13. International Distribution

A combination of teaching and learning methods will be used, aiming at the active participation of the students and the practical application of the thematic units under examination; there will also be lectures using audiovisual media, discussions, and analyses of case studies on real business issues, experiential (group) activities, as well as projections

of relevant videos. The students will also undertake an individual or group project. Furthermore, articles, audiovisual lecture materials, web links/addresses, useful information, case studies and exercises for further practice are posted in digital form on the AUA Open e-Class platform.

#### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b>	Face -to-face, Distance learning														
<b>USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY</b>	<ul style="list-style-type: none"> <li>• Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System)</li> <li>• Support of lectures using presentation software</li> <li>• Use of audiovisual material</li> <li>• Use of web applications</li> </ul> <p><b>Communication with students:</b> face to face at office hours, email, eclass platform</p>														
<b>TEACHING METHODS</b>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures (direct)</td> <td>65</td> </tr> <tr> <td><i>Writing paper/ papers</i></td> <td>28</td> </tr> <tr> <td><i>Independent Study</i></td> <td>30</td> </tr> <tr> <td><i>Advisory support</i></td> <td>0,5</td> </tr> <tr> <td><i>Exams</i></td> <td><b>2</b></td> </tr> <tr> <td><i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i></td> <td><b>125,5 h</b></td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload</i>	Lectures (direct)	65	<i>Writing paper/ papers</i>	28	<i>Independent Study</i>	30	<i>Advisory support</i>	0,5	<i>Exams</i>	<b>2</b>	<i>Course Total (Approximately 25 hours of workload per credit unit 125.5)</i>	<b>125,5 h</b>
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<b>STUDENT PERFORMANCE EVALUATION</b>	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> <li>Compulsory written final examination at the end of the semester (weighting factor <b>70%</b> at least) which may includes: <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness, clarity</p> </li> <li>Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> <li>• Multiple choice questionnaires</li> <li>• Open-ended questions</li> <li>• Problem solving</li> <li>• Essay/report</li> <li>• Oral examination</li> </ul> <p><b>Evaluation criteria:</b> correctness, completeness,</p> </li> </ol>														

	<p>clarity</p> <p><b>Special learning difficulties:</b></p> <p>Students with <b>special learning difficulties</b> in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p><b>Specifically-Defined Criteria:</b></p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.</p>
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## 5. ATTACHED BIBLIOGRAPHY

### ***Suggested Bibliography in Greek Language:***

- Πανηγυράκης Γιώργος, (2013), Διεθνές Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα, (in Greek).
- Πανηγυράκης Γιώργος και Μουρδουκούτας Πάνος, (1999), Ιαπωνική Διοικητική και Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα.
- Cateora, Philip, R., Graham, JohnL., (2003), Διεθνές Μάρκετινγκ, Εκδόσεις Παπαζήση.

### ***Suggested Bibliography in English Language:***

- Cateora, Philip, R., Graham, John L., (latest edition), International Marketing, McGraw Hill Irwin.
- Czinkota, Michael R., Ronkainen, Ilkka A., (latest edition), International Marketing, Thomson/South Western.

### **Related academic Journals:**

- Journal of International Marketing
- Journal of Global Marketing
- International Marketing Review

### ***Instructor's Notes***