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|  | HELLENIC REPUPLICTECHOLOGICAL EDUCATION INSTITUTION OF ATHENS (TEI A)  |  |

**SCHOOL OF MANAGEMENT AND ECONOMICS**

**DEPARTMENT OF MARKETING**

**COURSE**: **INTERNATIONAL MANAGEMENT AND MARKETING**

PROFESSOR: **Dr. PETROS TOMARAS**

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**COURSE SCHEDULE FOR SPRING SEMESTER 2014-15**

Classroom: Internet room, every Tuesday at 12: 00 - 13:00

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|  | **DATES** | **SUBIECTS** |
| 1 | Tuesday 3 -10 -2015 | Orientation and information on the course |
| 2 | Tuesday 3 -17 -2015 | Introduction to marketing |
| 3 | Tuesday 3 -24 -2015 | Introduction to international business and marketing |
| 4 | Tuesday 3 -31- 2015 | Country groups presentations / Introduction to international business |
| 5 | Tuesday 4 -7 - 2015 | Country groups presentations / Introduction to international business |
| 6 | Tuesday 4-14-2015 | International marketing mix (video) / Product decisions, pricing decisions, promotion and marketing communication (video) |
| 7 | Tuesday 4-21-2015 | International marketing mix (video) / Product decisions, pricing decisions, promotion and marketing communication (video) / Old Greek advertisements |
| 8 | Tuesday 4-28-2015 | The scope and challenge of international marketing  |
| 9 | Tuesday 5-5-2015 | The dynamic environment of international trade  |
| 10 | Tuesday 5-12-2015 | Introduction to international business and marketing (video) / Assignment presentations |
| 11 | Tuesday 5-19-2015 | Assignment presentations |
| 12 | Tuesday 5-26-2015 | Assignment presentations |
| 13 | Tuesday 6-2-2015 |  Course overview |
| 14 | Tuesday 6-9-2015 | Final exam |
| 15 | Tuesday 6-16-2015 | Course Final overview and rating |

**Aim and objectives of the course**

The objective of this course is to explain the essential principles of International business and marketing, and to provide tools and ideas in analyzing the environment of foreign markets and planning and developing exports.

**Course contents**

Orientation and information about the course. Introduction to marketing. Introduction to international business. International business and marketing basics. The international environment, export market selection, developing global marketing strategies. Product decisions, pricing and distribution decisions, promotion and marketing communication**.**

**Teaching methods**

The teaching approach of the course includes a combination of in-class presentations, individual assignments, discussions, videos, student presentations, group projects, team work and visits to optional companies’ premises.

**Assessment methods**

1. **Individual assignments, 20%:** Case study presentation and analysis. See bellow the guidelines for the individual assignments.
2. **Group project, 20%:** Groups of students from different countries will find, prepare and present examples based on specific class material.
3. **Teamwork for student's countries presentations, 10%:** All students from the same country will prepare presentations, about their country, their schools and the trade relations between their country and Greece.
4. **Final exam, 50%:** Students will be examined with a multiple choice questionnaire which is going to be based on the material taught in class.

**GUIDELINES FOR THE INDIVIDUAL ASSIGNMENTS**

A major Greek trading company has recently decided to expand to your country of origin through exports. At the first stage of the implementation of this strategy, the company intends to export (for example) its leading and highly differentiated product (you have to choose it). As the company is aware of the dangers international marketing initiatives entail, they have chosen you as the brand manager for this product. The unique marketing capabilities you possess and the deep understanding you have about the macro-environment, the market conditions and the culture of your home country, make you ideal for this position. The Marketing Manager of the company, and your boss, is expecting you to prepare a concise but cohesive and efficient report where all the important marketing decisions are listed and explained.

Here are some tips to help you redact the report:

* What are the procedures you are going to follow in order to import the chosen product – services in your country and how are you going to face any problems that may occur?
* What will be the schedule and the budget of the project?
* What tactical decisions are you going to make about the marketing mix (product [branding, packaging], place, price, promotion)?
* Do you intend to follow a standardized approach without taking the special conditions of your home market into consideration (as McDonalds do) or the approach which posits that you should adopt “thinking globally but acting locally”? What are the advantages and disadvantages of each option?
* Are there any macro-environmental factors, political, economic, social, technological and demographic, that you do not control, but greatly influence your effort ?
* What other market conditions should be taken into consideration (competitors, substitute products, etc.) ?
* What strategic decisions are you going to make as it concerns segmentation, targeting and positioning of your product?
* Are there any beliefs, values, customs and other elements of your home culture (language, religion, dietary habits, etc.) that will facilitate or encumber the success of your product? How do you intend to deal with these issues?

The assignment (report) is going to be completed in two months and will be presented in the class using Power Point. The length of the assignment will be about 10 pages.

**International Marketing Bibliography – TEI of Athens Library**

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