

Global Learning Semesters

Course Syllabus

Course: MBA-640 Global Marketing

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-640	Global Marketing	3.7
Semester Offered	Contact Hours	Prerequisites
Fall	42	None
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

Course Description

This course is a study for the MBA core subject of marketing. The global perspective of the syllabus represents modern trends in business globalization whereby all core business functions, and especially marketing, are becoming more interdependent on global support and competitive pressures. The course is based on the expectation that the student has a basic understanding of the discipline of marketing and its contribution in the overall management of business. The course teaches the general principles of marketing as related to global markets, including foreign market entry, local marketing and its contribution to global business management. Furthermore, it is designed to develop the students' theoretical understanding of market planning through the process of case study and simulation of company decision-making processes.

Instructor

Dr. Demetris Vrontis

Course Aims and Objectives

The principal objective is to enable students to develop a sound understanding of the fundamental discipline of marketing together with its modern extension into global marketing.

Teaching Methods

The course is taught through a combination of class lectures, case analysis and class discussions. The student is required to prepare for the assigned cases thoroughly and be ready for discussion. Individual as well as group case preparation requires substantial personal study time. The group project presentation will be a final demonstration of the students' comprehension of the subject matter and their ability to present conceptual solutions to classical marketing problems.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the fall semester in 14-weeks (3 hours/week)

Evaluation and Grading

Homework:	15%
Mid-Term:	40%
Final Exam:	40%
Participation	5%

Readings and Resources

Required Textbook

W.J.Keegan, B.B.Schlegelmilch, Global Marketing Management – A European Perspective, Prentice Hall, 2001

Recommended Reading

European Journal of Marketing, Journal of International Marketing, The Economist, as assigned by Lecturer