



INTERNATIONAL MARKETING

Objectives:

The objective of this course is to introduce the student to Marketing Strategy Planning for International Markets. Specifically, when the student has completed this course, he/she should:

- Understand the various ways that businesses can get into international marketing
- Understand what multinational corporations are
- Understand the kinds of opportunities in international markets, and the international environments that create these
- Understand the market dimensions that may be useful in segmenting international markets
- Understand the following terms : exporting, licensing, contract manufacturing, management contracting, joint venturing, wholly-owned subsidiary, multinational corporations, tariffs, quotas, gross national product (GNP)
- Be able to construct a simple but robust plan for entering international markets, which would include understanding if and how product, pricing, distribution and promotional strategies should be adapted to the international environment

Content:

- Scope and challenge of global marketing
- Global business environment
- Research global marketing
- Understanding international culture
- Political and legal environment of international marketing
- Emerging markets and market behavior

- Global business groupings
- Global distribution
- Writing the international marketing plan
- Export principles
- Consumer product strategy
- International advertising and promotion
- International sales
- International pricing strategy
- Financial requirements for global markets

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