

Course Title	<b>INTERNATIONAL MARKETING</b>
Course Code	<b>MKT 405</b>
Course Purpose and Objectives	The purpose of this course is to examine various aspects of international marketing as well as product concepts which are specific to international marketing peculiarity. Students will be able to-interpret key areas of marketing from an international point of view.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Explain international market strategies and product concepts which apply specifically to international marketing, product, pricing and promotion decisions.</li> <li>2. Analyse the impact of both internal and external environmental forces which influence competition in the market.</li> <li>3. Compare different strategy alternatives for entry and expansion of global operations.</li> <li>4. Critically evaluate key areas of marketing from an international aspect.</li> <li>5. Compare international distribution channel strategies</li> </ol>
Course Content	<b>INTERNATIONAL MARKETING</b> <b>THE INTERNATIONAL TRADING AND GENERAL ENVIRONMENT</b> <b>GLOBAL INFORMATION SYSTEMS AND MARKETING RESEARCH</b> <b>APPROACHING GLOBAL MARKETS</b> <b>MARKET ENTRY STRATEGIES</b> <b>INTERNATIONAL PRODUCT MANAGEMENT</b> <b>INTERNATIONAL MARKETING COMMUNICATIONS</b> <b>INTERNATIONAL DISTRIBUTION MANAGEMENT</b> <b>PRICING THE INTERNATIONAL MARKETS</b>