



ADVANCED DIPLOMA IN INTERNATIONAL MARKETING

Course Description

International marketing is important as the world becomes increasingly globalized. In an international context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. The fact that a transaction takes place “across national borders” highlights the difference between domestic and international marketing.

The course considers the basic concepts of international marketing, the various activities necessary for international marketing planning, the beginning of international marketing activities to be conducted by a domestic firm, and relevant issues on strategy and marketing management relevant to expanded global operations.

The course uses:

- Several relevant case studies of firms involved in implementing international marketing strategies.
- Current articles from business newspapers and magazines to be discussed on a daily basis to motivate class participation. The selected articles illustrate the different concepts and tactics studied during the course and provide interesting and practical examples of European, Asian and American firms implementing international marketing strategies.

Objectives:

There are two primary objectives for the International Marketing course:

- To gain a solid understanding of the theoretical and conceptual principles of International marketing;
- To understand how to develop and manage a strategic international marketing initiative.

1st Semester Course

Course code	Course title	Credit unit
ADIM 201	The International Strategic Marketing	3
ADIM 202	International Market Research	3
ADIM 203	Product Adaptation and Product Management	3
ADIM 204	Product and Brand Management	3
ADIM 205	Foreign Market Entry Modes	3

2nd Semester Course

Course code	Course title	Credit unit
ADIM 206	Communication and Promotional Strategies	3
ADIM 207	Profit Margins & Break-even Analysis	3
ADIM 208	Pricing and Budgeting a Campaign	3
ADIM 209	Managing the International Marketing Team	3
ADIM 210	Project work	6