

DIPLOMA IN INTERNATIONAL MARKETING

Course Description:

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment.

The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.

Course Objectives: *Upon the successful completion of this course, students will be able to:*

- Introducing you to the institutions, vocabulary, and players in the world of international business. You need to be able to speak the language of international business to operate effectively.
- Providing you with the opportunity to begin to understand different cultures and the implication this has for marketers. Understanding different people and cultures will lead to a greater understanding of ourselves and the culture in which we live.
- Allowing you to gain experience in analyzing the marketing environment and marketing-related decisions for a firm entering non-domestic markets. You should know key sources for researching the cultural, economic, ethical, and political environments and anticipate the influence each will have on marketing strategies and decision-making

1st Semester Course

Course code	Course title	Credit unit
DIM 101	Introduction to Global Marketing	3
DIM 102	Global Economic Environment	3
DIM 103	Regional Market Characteristics & Trade Agreements	3
DIM 104	Social and Cultural Environments I	3
DIM 105	Political, Legal & Regulatory Environments	3
DIM 106	Global Market Research	3

2nd Semester Course

Course code	Course title	Credit unit
DIM 201	Segmentation, Targeting & Positioning	3
DIM 202	Global Market Entry Strategies	3
DIM 203	Brand and Product Decisions	3
DIM 204	Global Marketing Communications Decisions I	3
DIM 205	Global marketing Communications Decisions II	3
DIM 206	Global marketing and the Digital Revolution	3
DIM 207	Strategic Elements of Competitive Advantage	3