

Faculty of Commerce & Business Administration

International Marketing

Information :

Course Code : MKT 305

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Description :

This course is designed to provide the student with an overview of the international marketing arena. The course deals with all aspects of marketing from an international perspective and prepares students to deal with foreign competitive situations and international opportunities. The course content will include introduction to international marketing, the international marketing environment, assessing international market-entry opportunities, planning and managing market entry strategies and products, global distribution and pricing, international promotion, sales, negotiation, and international marketing plan.