International Marketing 2016 Modules

• **Overview: International Marketing**
  - Scope and Challenges
  - Global vs Local
  - A Brief Review of International Trade and the Environment

• **The Cultural Environments of Global Markets**
  - History and Geography: A bit of background
  - Cultural Influences on Assessing Global Markets
  - Culture and Consumer Behavior
  - Culture Management Style and Marketing
  - The Political and Legal Environment and its Impact on Marketing

• **Assessing Global Marketing Opportunities**
  - Market Research on a Global Scale
  - Defining “Value”
  - Assessing Potential Development in the America’s, Europe, the Middle East and Africa
  - Assessing Potential Development in Asia

• **Mid-Term Exam**

• **Creating Global Marketing Strategies**
  - Organizing / Planning for Global Marketing Management
  - Establishing a Global Brand
  - Products and Services for Global Markets
  - Consumer
  - Business
  - Approaches to International Pricing
  - Distribution and Sales Management
  - Marketing Communications on a Global Scale
  - Advertising and Promotion
  - Social media

• **Implementation: Putting the Entire Marketing Plan into Action**
  - Half term Project Reviews