

## Course Specifications

**Mode of Study :** Offline

**Location :** Lagos

**Duration :** Anytime

## Course Summary

International Marketing is the practice of marketing principles by industries in one or more countries across the national borders. This course would briefly introduce international marketing with explanation on the basic concepts, strategies and challenges faced by company engaged in it.

## Course Outline

Introduction to International Market

Objectives

Basic Modes of Entry

Characteristics

Scope

Advantages

Tasks

World Trade

India's Foreign Trade

MNCS Characteristics

International & Domestic Marketing

Product Lifecycle

EPRG Framework

Major Factors

Political Risk

Gatt

Policy Framework

Market Segmentation

Market Selection

Marketing Mix

Branding

Pricing Strategies

## Contact

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