

Course Description – Curriculum 2018

Subject: MK326 International Marketing

Credits: 3

Prerequisite: MK201

Description: A study of concepts and ways in doing international marketing including exporting, importing, foreign direct investment, globalization and factors affecting international marketing. The course covers how to gain consumer insights across international markets and translate them into appropriate marketing programs. By acting as an international marketing managers, students should be able to understand the linkages of the dynamic international environments, international opportunities, and international marketing strategies through assignments, case studies, and group projects.