

MKTG 7012 INTERNATIONAL MARKETING

Legacy Code 51012

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Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Understand international marketing management concepts
2. Appreciate the additional complexity in the conduct of marketing overseas caused by environmental factors in the international domain.
3. Apply marketing research and strategy development concepts in the international domain.
4. Identify and evaluate international marketing opportunities.
5. Design international marketing strategies that are financially sound and actionable.

Subject Content

Introduction and Overview

- introduction to international Marketing
- The Marketing paradigm in A Global context
- globalisation from A macro and Micro perspective
- Researching international markets
- international Marketing planning

The Global Marketing Environment

- The economic and financial environments
- The political, legal and Regulatory environments
- The social and cultural environments

Creating Global Marketing Strategies

- market entry and expansion strategies
- relationships and Network strategies
- Product decisions
- pricing decisions
- place (channel) decisions
- promotion decisions
- The impact of ethics and environmentalism on international Marketing
- Niche and MNC strategies
- financial resource implications

Teaching Periods