

DIPLOMA IN SALES AND MARKETING-MODULE THREE

INTERNATIONAL MARKETING

INTRODUCTION

This module unit is intended to equip the trainee with knowledge, skills and attitudes that will enable him or her apply marketing principles in a business setup

OBJECTIVES

By the end of this module unit, the trainee should be able to:

- a) Understand the background of international marketing
- b) Understand the international market environment
- c) Appreciate the purpose of regional economic groupings
- d) Understand the criteria for entering into foreign markets
- e) Understand the international market mix
- f) Understand the role of multinational organizations

Module Unit Summary and Time Allocation

TOPIC	SUBTOPIC	HOURS
INTRODUCTION TO INTERNATIONAL MARKETING	Definition of international marketing Distinction of international trade and international marketing The theory of comparative advantage Development of international marketing Benefits of international marketing	15
International marketing environment	Meaning of international marketing environment Components of international marketing Difference between domestic and international marketing environment to an organization Significance of international marketing environment to an organization	20
Regional economic groupings	Meaning of regional economic groupings Purpose of regional economic groupings Various regional economic groups	20

	Benefits of regional economic groupings Problems experienced by economic groupings	
International marketing decisions	Meaning of international marketing research Types of international marketing decisions Criteria for entering into foreign markets Foreign marketing entry	15
International marketing mix	International marketing mix strategies Products strategies Pricing strategies Distribution strategies Promotion strategies International market segmentation strategies	15
Organization of international marketing	Functions of export department Procedures and documents used in export-import International division Multinational organizations	15
Emerging trends and issues	Emerging trends and issues in international marketing Challenges posed by emerging trends and issues in international marketing. Coping with the challenges posed by emerging trends and issues in international marketing	10
Total		110