UNIVERSIDAD AUTÓNOMA DE COAHUILA





UNIT III

Introduction Unit III

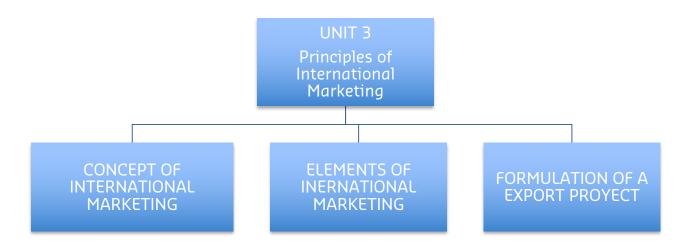
INTRODUCTION UNIT

You will learn all the steps to position a brand abroad, identify the potential international audience that your brand is interested in reaching, understand the value of international marketing and constantly invest in global marketing.

PURPOSE OF UNIT

Know and apply the principles of International Marketing

CONTENT MAP



Introduction Unit III

UNIT EVALUATION

EVALUATION	GRADES
PRINCIPLES OF INTERNATIONAL MARKETING	5
EVALUATION UNIT	15
TOTAL	20

Introduction Unit III

UNIT ACTIVITIES

TEMA	SUBTEMA	ACTIVIDAD
	CONCEPT OF INTERNATIONAL MARKETING	
		Quiz
Principles of		
International	ELEMENTS OF	
Marketing	INTERNATIONAL	
	MARKETING	
	FORMULATION OF AN	
	EXPORT PROYECT	