



PRINCIPLES OF INTERNATIONAL MARKETING

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