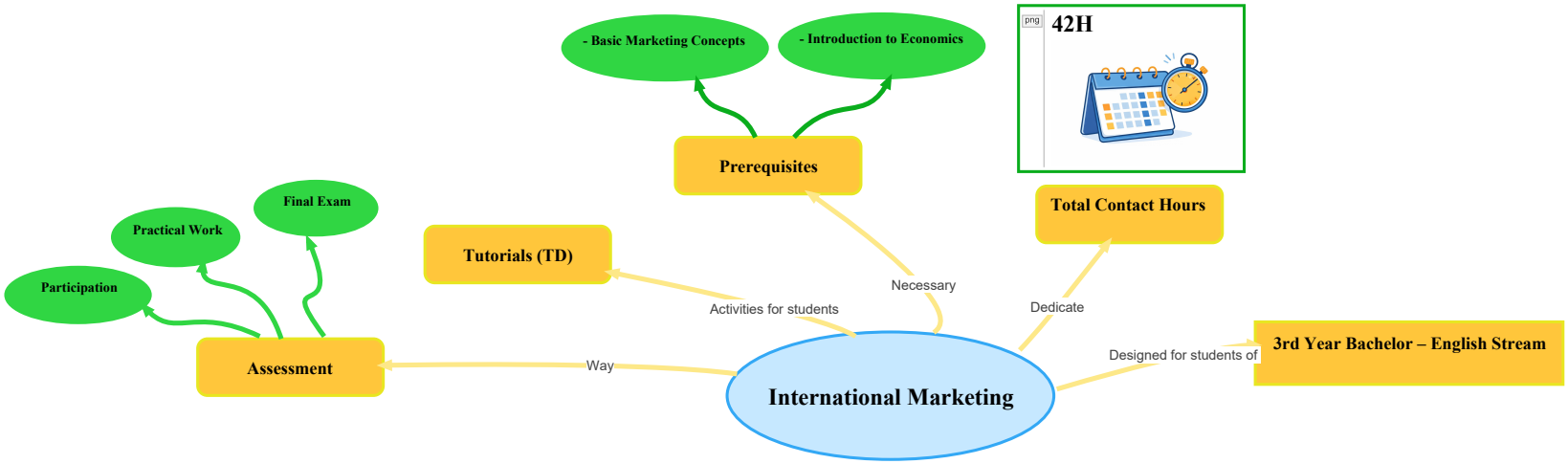


Module 1: Introduction to International Marketing

Module 2: The International Marketing Environment

Module 3: Culture and Consumer Behavior in International Markets

Module 4: International Market Research and Market Selection

Chapters

22H



Module 5: Entry Strategies into International Markets

Module 6: International Product Strategy and Global Branding

Module 7: International Pricing, Distribution, and Logistics

Module 8: International Promotion, Digital Marketing