UNIVERSITI TEKNOLOGI MARA

MKT950: INTERNATIONAL MARKETING

Course Name (English)	INTERNATIONAL MARKETING `APPROVED`
Course Code	MKT950

MQF Credit	3

Course Description	This subject takes on a research issue approach to global marketing. The area of study includes the world marketing environment, its culture, customs and practices, political, the global economic environment and the legal environment. Analyses of global marketing programs and strategies include global marketing research, product decisions, pricing decisions, promotional policy, distribution decisions, logistics and internet/e-marketing issues.

Transferable Skills	Team work Oral communication & Presentation Problem Solving Analytical & Synthesis Leadership Entrepreneurial

Teaching Methodologies	Lectures, Case Study, Discussion, Presentation, Small Group Sessions , Journal/Article Critique

CLO		
	CLO1	1. Evaluate on the dynamic environment of international trade and the competitive challenges and opportunities confronting today's international marketer.
	CLO2	2. Critically analyze a broad view of culture and its impact on human behavior as it relates to international marketing.
	CLO3	3. Examine the impact of the important trends in global marketing – the growth and expansion of the world's big emerging markets, the rapid growth of middle-income market segments, and the steady creation of regional market groups.
	CLO4	4. Develop global marketing strategies, as well as planning and organizing global marketing operation.

Pre-Requisite Courses	No course recommendations

Reading List	Recommended Text	• Philip Cateora 2016, *International Marketing*, 17 Ed., 20, McGraw Hill Education Singapore
	Reference Book Resources	• Cateora, Gilly & Graham 2016, *International Marketing*, 16 Ed., 17, McGraw Hill International Singapore
		• Czinkota and Ronkainen 2013, *International Marketing*, 10 Ed., 17, Cengage Learning Singapore
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	