

Essentials for International Marketing Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> ● Demo Video ● Welcome to the course ● Course Schedule ● Grading Policy ● Exam Details ● FAQ
Week 1: Introduction to International Marketing	<ul style="list-style-type: none"> ● Weekly Overview ● Introduction to the course and International Marketing ● Basics of marketing and transition to international marketing ● Global marketing environment - EPRG Framework ● Differences between domestic and international marketing ● Identifying challenges in international marketing ● Market segmentation, targeting, and positioning in a global context ● Case Study: Global brand's initial steps in international marketing ● Summary ● Weekend Assessment
Week 2: Developing a Basic International Marketing Plan	<ul style="list-style-type: none"> ● Weekly Overview ● Understanding the External Environment ● Deep Dive into PESTEL Analysis ● Introduction to Industry Analysis and Porter's 5 Forces Model ● Applying Porter's Five Forces Model ● Porter's Diamond Model for International Markets ● Integrating PESTEL and Porter's 5 Forces ● Strategic Decision-Making Based on Analysis ● Case Study: Venturing into the Renewable Energy Sector ● Summary ● Weekend Assessment

<p>Week 3: Cultural Factors in International Marketing</p>	<ul style="list-style-type: none"> • Weekly overview • Cultural Diversity and its Impact on Marketing • Analyzing Different Cultural Dimensions • Cross-cultural Consumer Behaviour • Adapting the Marketing Mix for Different Cultures • Designing Culturally Sensitive Marketing Campaigns • Cross-cultural Communication and Negotiation Tactics • Review on Cultural Adaptation • Case Study: Cultural Blunders in International Marketing • Summary • Week Three Feedback • Weekend Assessment
<p>Week 4: International Market Research and Entry Strategies</p>	<ul style="list-style-type: none"> • Weekly Overview • Fundamentals of international market research • Methods and Tools for Conducting Market Research • Analyzing Market Research Data • Conducting a Mock International Market Research • Overview of International Market Entry Strategies • Criteria for Selecting International Markets • Risk Assessment in International Market Entry • Case Study: Successful and Failed Market Entry Examples • Summary • Weekend Assessment
<p>Week 5: Global Marketing Strategies</p>	<ul style="list-style-type: none"> • Weekly Overview • Developing Global Marketing Plans • Standardization vs. Adaptation • Adapting an Existing Marketing Plan for a New Market • Managing International Distribution and Supply Chain • Overcoming Logistics Challenges in Global Markets • Global Pricing Strategies

	<ul style="list-style-type: none"> • Pricing Strategies for Diverse Markets • Case Study: Global Marketing Strategies of Leading Brands • Summary • Weekend Assessment
<p>Week 6: International Marketing and Digital Transformation</p>	<ul style="list-style-type: none"> • Weekly Overview • Impact of Digital Media in International Marketing • Exploring Various Digital Marketing Channels • e-Commerce Strategies in Global Markets • Social Media Marketing in a Global Context • Creating an International Social Media Campaign • Handling Online Crises in International Scenarios • Future of Digital Marketing in International Business • Case Study: Digital Transformation of Traditional Businesses • Summary • Weekend Assessment
<p>Week 7: Legal and Ethical Considerations in International Marketing</p>	<ul style="list-style-type: none"> • Weekly Overview • International Marketing Laws and Regulations • Ethical Considerations in Global Marketing • Developing an Ethically Responsible Marketing Strategy • Intellectual Property Rights • Managing Risks and Compliance • Navigating a Legal Dilemma in a Foreign Market • Intellectual Property: Challenges and Strategies • Case Studies on Legal Challenges • Summary • Weekend Assessment

Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

Grading Policy:

Assessment Type	Weightage
Weekend Assessment	25%
Final Exam	75%

Certificate Eligibility:

- 40% marks and above in Weekend Assessment
- 40% marks and above in the final proctored exam

Disclaimer: *In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.*