**COURSE OBJECTIVES**

1.- To provide an understanding of the elements that make up the international environment.
2.- To examine the development of an international marketing strategy.
3.- To provide practical information on how to expand into international markets.

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| 1. International marketing: an overview | 1.- Globalization of Markets  
2.- Definition of International Marketing  
3.- What is the difference between marketing domestically and internationally?  
4.- The International Marketing environment  
5.- Stages of International Marketing Involvement.  
6.- The International Marketing research. |
| 2. The Dynamic Environment of International Trade | 1.- Balance of payment  
2.- Balance of trade and protectionism. |
| 3. Other Environments | 1.- Cultural Environment.  
2.- Political and legal Environment. |
| 4. The International Planning & Organization Process | 1.- Analysis, adapting the marketing mix, developing the plan, implementation and control. |
| 5. Strategies | 1.- Product strategies:  
- Products and Services for Consumers.  
- Products & Services for Businesses.  
- Adaptation.  
2. Distributions strategies: International Marketing Channels.  
3. Promotion strategies. |

**BIBLIOGRAPHY**

See references in:

- [http://www.marketingteacher.com/Lessons/lesson_international_marketing.htm](http://www.marketingteacher.com/Lessons/lesson_international_marketing.htm)
- [http://www.consumerpsychologist.com/international.htm](http://www.consumerpsychologist.com/international.htm)
- [http://www.agapea.com/International-Marketing-n333291i.htm](http://www.agapea.com/International-Marketing-n333291i.htm)