

Certificate in International Marketing

With the development of the internet, the “place” becomes boundaryless. Are you ready with the challenge?

Do you ready with the challenge that culture and nonverbal play an important role in international marketing?

Introduction

The world's economy is increasingly global. Learning international marketing will provide you with insights into the global economic and business climates. Additionally, many institutions strongly advise (or require) students who major or minor in international business to study a foreign language and/or to complete an overseas study or internship experience. Taken together, such a course of study can be particularly beneficial for students who hope to one day work abroad. Demand continues to grow for individuals who understand the global context of business: from the logistics of international trade and cross-border investments to the cultural and ethical issues that are imbued in the practice of business around the world. By learning international marketing, you will learn about world cultures and societies, and be challenged to approach issues from different perspectives. These skills are increasingly valuable to employers faced with the challenge of opening and integrating multiple markets and achieving cohesion and collegiality in increasingly diverse workforces.

Program Objectives

This program aims to:

- Provide participants with different exposure in international marketing particularly, in Asia perspective.
- Enable participants to understand the principle and challenge faced when dealing internationally.

Learning Outcomes

After completing this program, participants should be able to:

- Plan a successful international marketing strategy for different products
- Apply international marketing skills

Who should attend?

Brand managers, business developer, corporate communication executives and managers, marketing executives, senior executives, planning and strategic officers, or anyone directly and indirect of involved in international marketing activities

Program Outline

Time	Day One
9.00am– 10.30am	<p>The Rationale for International Marketing</p> <p>The participants would appreciate the international economic and financial environment. The concepts of export, direct investment, joint venture, licensing and fiancé and global web are the topics to be discussed in this module.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Catering for the Cultural Environment of International Business</p> <p>In this module, the participants would look into the influence of culture in conducting business internationally. The participants would learn both verbal and nonverbal communication when dealing with international affiliation. The concept of values, norms and society would be shared in this module.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>International Market Selection and Entry</p> <p>In the market selection process, the participants would learn how to identify international marketing objectives, determine parameters for selection, preliminary screening, the shortlisting of the market, the evaluation and selection, test the market and commercialize the product. In this module, the participants would learn the country identification, screening and selection for the countries that have the internet to enter.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Modifying Products for Overseas Markets</p> <p>In this module, the participants would learn the strategies of both standardized product and the localised product when venturing into international markets.</p>
Time	Day Two
9.00am– 10.30am	<p>International Pricing for Profit</p> <p>In this module, the participants would hand the hands-on session how to design the following strategy. These strategies include the maximum current profit, maximum market share, maximum market skimming, and product-quality leadership for international perspectives. The participants would learn the fundamental of pricing experiment in this module to evaluate the culture and international consumer behaviour according to their buying power.</p>

10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Promotion in International Marketing</p> <p>The participant would start to aware and take into consideration the international promotional strategy. These factors include the environmental factors such as language, culture, regulations, the global media selection (media availability, habits, credibility, scheduling), the global promotional campaign such as standardized versus customized in the global perspectives.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>Effective Distribution Overseas</p> <p>In this module, the participants would look into the direct channel and the indirect channel. The indirect channels include the retailer channel, wholesaler channel and agent/broker channel.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>The Information Technology Environment</p> <p>Technology is one of the eight factors to evaluate the global competitiveness of a business. Hence, the application of technology in international business help the organisation to increase efficiency and effectiveness. This module helps participants to learn the application of that technology.</p>