

Faculty of Commerce & Business Administration

International Marketing

Information :

Course Code : MKT 305

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Instructor Information :

Title	Name	Office hours
Associate Professor	Sherif Taher Mohamed Farid Abbas	
Teaching Assistant	Sireen Mustafa Abdulhaleem Mohamed	
Teaching Assistant	Shahd Hady Elsayed Mohamed Elkilany	

Description :

This course is designed to provide the student with an overview of the international marketing arena. The course deals with all aspects of marketing from an international perspective and prepares students to deal with foreign competitive situations and international opportunities. The course content will include introduction to international marketing, the international marketing environment, assessing international market-entry opportunities, planning and managing market entry strategies and products, global distribution and pricing, international promotion, sales, negotiation, and international marketing plan.