

Mastery of Management Graduate Diploma on International Marketing

Pan Africa Skills & Consulting Ltd

Course Specifications

Mode of Study : Blended study mode

Location : Nairobi

Duration : 1 year

Course Summary

This Program provides a thorough, informative and interesting overview of the international marketing and planning process.

Effective international marketing is increasingly important with the growing trend of businesses selling their products and services across many countries. The globalization of companies involves customers, producers, suppliers, and other stakeholders in the global marketing process, and this program covers these key factors. With many international examples this Program helps to demonstrate and explain how international marketing works, and how to take effective marketing decisions by outlining the theory and showing practical applications.

Course Outline

Global marketing, the globalisation of business, preparing for international business

The 'global marketing' concept, knowledge and learning across borders

Resources, decision making processes, organisation

Strategy and decision-making processes

The value chain, primary and support activities, identifying international competitive advantage

Information business and the virtual value chain Motives for entering on to international business

Initiating export activities, barriers; general market, commercial and political risks

The political, legal and economic environment

Assessing the home environment; government, export facilitation

Financial activities, exchange rates, information, promotion of international trade

Political risks and changes in the host country, analysing risks

Tariffs, duties, customs, non-tariff barriers

Free trade, customs unions, common markets, economic unions, trading blocs

Sociocultural and environment factors

Culture and cultural types: learned, interrelated, shared; norms of behaviour

Elements of culture: language, manners and customs, values and attitudes, aesthetics

Technology, social institutions, education, religion and other global factors

Hofstede's work on national cultures (the '4 + 1' dimensions model)

Managing cultural differences, culture and ethical decision making

Market selection and market entry alternatives - exporting

Selecting foreign markets, selection criteria, market potential

Product fit, visiting the potential market

Different modes of market entry; indirect and direct exporting

Export financing and methods of payment; documentation, bank guarantees, counter-trade

Production abroad and strategic alliances

Licencing, franchising, joint ventures, subsidiaries, expansion through acquisitions

Strategic alliances and cooperative strategies

Success factors: missions, strategy, culture, organisation, management

Dimensions of global competition, national competitive advantages, demand conditions

Business strategy, structure and rivalry

Industry analysis; Michael Porter 5-forces model

Competitive strategies, creating competitive advantage

Global logistics and channel decisions

In-bound logistics: sourcing decisions, costs, conditions, transport costs, infrastructure, access

Out-bound logistics and transportation, inventory management, order processing, warehousing

International channel design and strategy; customers, products, middlemen, the environment

Global retailing and direct marketing, e-commerce and international distribution strategies

Organisation and control of the global marketing programme

Functional, international, divisional, product, geographic, matrix structures

Global account management (GAM): organisation, implementation, development

Controlling the global marketing programme; budget and control systems, measuring performance

Admission Requirements

University Degree or

Diploma with experience

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