



International Marketing Management 2015/2016 PROGRAMME OUTLINE

Module I	Course	Numer of hours	Numer of sessions
1	International Marketing Strategy	24	3
1	International Marketing Research	16	2
1	Business Planning	16	2
1	Export Marketing & International Trade	24	3
1	Accounting & Finance for Business	16	2
1	Total	96	12

Module II	Course	Number of hours	Number of sessions
2	Branding & Marketing Communications	16	2
2	Digital Marketing & Social Media	16	2
2	Marketing Project Management	16	2
2	Total	48	6

Module III	Course	Number of hours	Number of sessions
3	Effective Communication & Presentation	16	2
3	Networking & Career Planning	8	1
3	Cross – Cultural Business Communication	8	1
3	International Business Negotiations	16	2
3	Total	48	6
TOTAL	HOURS	SESSIONS	
	192	24	