

International Marketing	B4IMAE	5.0	4
<p>The International Environment; International Market Research; International Marketing Strategy</p> <ul style="list-style-type: none"> • Basic International Strategies • Market Segmentation and Positioning • Country Selection and Entry Strategies • <p>International Marketing Operations</p> <ul style="list-style-type: none"> • International Product Policy • International Pricing Policy • International Communication Policy • International Distribution Policy 			
<p><i>*Prerequisites: Sufficient knowledge of English and basic knowledge of marketing required</i></p>			
<p><i>Examination: written exam (2 hours)</i></p>			