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| Course title | **International Marketing** |
| Semester | Spring semester |
| Faculty / Department | Faculty of Business Studies |
| Professor | Doc. Mirjana Tankosić, PhD |
| ECTS credits | 9 |
| Language of instruction | English |
| Level of study | Bachelor |
| Content | 1. Basics of international marketing.2. International marketing environment.3. Global and regional integration.4. Intercultural environment.5. The international political, regulatory and legal environment.6.Customers and competitors in the international market.7. Selection of international marketing strategy; International information systems and marketing research.8. Competitive advantage; Segmentation of the global market, the choice of the target market and product positioning.9. Selection of entering the international market.10. The strategy of international marketing mix; The strategy of international product.11. The strategy of international prices.12. Strategy for international distribution.13. The strategy of international integrated marketing communications.14. International marketing activities management; Planning, organizing and controlling international marketing activities. |
| Learning outcomes | Theoretical and practical knowledge in the field of international marketing. Students will be able to manage the marketing activities of companies in the international market. |
| Length | One semester. |
| General information | Research of the international environment; The acquring and development of knowledge in the field of international marketing needed for right business decision-making in the international market. |
| Restrictions to mobile students and availability before the signature of the learning agreement | There is no any restrictions. |