

International marketing - notes

In the previous sections we examined the role, definition and nature of marketing, marketing planning, the marketing mix, marketing objectives, positioning and market research. We then looked at the classification of products, new product development, the product life cycle, product portfolios and branding and analysed and evaluated pricing strategies and policies. We then analysed promotional tools and discussed and evaluated distribution channels and distribution strategies.

In this section we will analyse and evaluate international marketing opportunities.

Core

By the end of this section you should be able to:

- Evaluate the opportunities and threats posed by entry into international markets
- Analyse given situations considering the cultural, legal, political, social and economic issues of entering international markets

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