



## **503413 International Marketing in English**

[3 cr., 3, 0] The objectives of this course is to analyze the nature of the international marketing, to explain the international markets entry dimensions, to study the goals of individuals in the business unit, to discuss the global marketing environment, the international trade system and the economic policies, to outline the key elements of deciding whether to go international and the means to enter global markets through exporting, joint venture or direct investment, to demonstrate the international marketing behavior

