



## MBA IN GLOBAL MARKETING STRATEGIES

The MBA in Global Marketing Strategies covers the entire range of International Marketing – from start-up operations to new market entry considerations and the international issues confronting giant global players. Students are exposed to the full spectrum of Global Marketing.

Marketing strategies appropriate to both advanced industrialised and developing economies are considered and major organisational changes to be made when a company moves from national to international and ultimately global marketing are identified.

Upon completion of this MBA, students will have a clear understanding of how to analyse global market opportunities, assess global marketing opportunities and corporate dimensions of the global marketing effort, as well as develop global pricing, distribution and promotion strategies and organise and control global marketing activities.

### Core Courses

1. ORGANISATIONAL BEHAVIOUR
2. BUSINESS POLICY & STRATEGY
3. RESEARCH METHODS

### Electives

(from which you will be assigned between 5 and 7)

1. GLOBAL MARKETING STRATEGIES
2. GLOBAL MARKETING RESEARCH
3. GLOBAL MARKETING COMMUNICATIONS
4. MARKETING PLANNING & CONTROL
5. EUROPEAN BUSINESS ENVIRONMENT
6. INFORMATION TECHNOLOGY
7. PRACTICE OF MARKETING