



Course Category	Business			
Course Title	International Marketing			
Course Code	BS110			
Medium of Instruction	Chinese			
Duration	45.0 hour(s)			
Course Fee	Macao Resident: MOP3,960 Non-Macao Resident: MOP3,960			
Certificate	Students who have obtained a passing grade of the course and attended no less than 70% of the class sessions will be issued a course certificate by UTM. The passing grade of the course is 50.			
	Course Code	Sub Code	Course Start Date	Course End Date
	BS110	2401	2024/03/05	2024/04/25
Objective	Upon completion of the course, students will be able to <ul style="list-style-type: none">• identify the elements of implementing international marketing campaign• explain the characteristics and concerns of carrying out global marketing• design marketing strategies for diverse communities			
Outline	<ul style="list-style-type: none">• International market environment• Nature and opportunities of international marketing• Cultural and environmental aspects of international trade• International market entry evaluation process• International marketing strategies• Innovation and development of international distribution channels• Implementation and control of multinational marketing campaigns• International marketing cases			
Teacher	Please refer to the schedule			