



CERTIFICATE IN INTERNATIONAL MARKETING

Overview

Certificate in International Marketing is a five days program that is designed to provide participants with theory and case studies in latest development in the industry. The program also will emphasise on the impact of IR4.0 on the business sustainability and add value to the career development.

Course Objectives

To understand the fundamentals of International Marketing and the link to import and export businesses.

To gain the latest information on IR4.0 impact on the international marketing

To enhance the skills in international marketing and international business
To improve the job performance with new skills

Learning Outcomes

Apply the skill learned to improve the the day to day operation in the organization.

Able to plan and execute the right decision on time and increase the productivity for the department.

Be innovative and results” based person

Who Should Attend

Executives

Course Contents

Day 1

Introduction to International Marketing & International Business

Day 2

IR4.0 impact to the international marketing business

Day 3

Digital Marketing & Social Media Marketing for International Business

Day 4

Creative and Critical Thinking Skills for Marketing

Day 5

Challenges in International Marketing

Case Study

Open Book & On-line Examinations

Training Activity / Methodology

This program places heavy emphasis on experimental learning and delivered through: Lecture, Role Play, Practical Exercises, Cases Studies, Video Presentations, Training Games etc.

For Details Please Contact

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