

# **MKT411 - International Marketing (2 Units)**

**Department of Business Management**

**Covenant University**

# **1. MKT411**

## **1.1. MKT411 - International Marketing (2 Units)**

Nature and scope of comparative Marketing. Basis for Trade: Absolute versus comparative advantage. Balance of payments, marketing strategies in penetrating foreign markets. Protection and trade resolutions, cultural and social forces, marketing in Nigeria, Asia, China, America, Japan etc. The nature of the Internet, the meaning of Internet marketing, salesmen and the Internet. Web based consulting, the internet and the marketing mix, legal aspects of a cyber marketing, applying the internet to business, cyber marketing as a tool for global marketing process, internet marketing and e-commerce. Contemporary issues in Internet marketing. Introduction to international marketing designing, international marketing, strategic International marketing segmentation, researching international markets, product policies for world marketing, pricing in world market, distribution decisions in international marketing, communication strategies in international marketing, marketing planning and organisation, marketing information system for international marketing, understanding competitive advantages. Entering the International market. Competitive strategies in International markets, role of government in international marketing. Contemporary issues in international marketing.