



# POSTGRADUATE CERTIFICATE IN INTERNATIONAL MARKETING MANAGEMENT



# MARKETING

A PROFESSION  
ALWAYS IN  
DEMAND

80%\*  
GROWTH

\*AS PER US BUREAU OF LABOR STATISTICS



## ABOUT THE PROGRAM

It does not matter if your company is big or small, whether it's a Multi National Company or a start-up, everyone requires marketing support and therefore opportunities in this domain are plenty. The US Bureau of Labor Statistics predicts above-average growth in the field, with the number of employment opportunities for advertising, promotions, and marketing managers anticipated to increase 8% by 2026.

The Postgraduate Certificate in International Marketing Management programme demonstrates knowledge and understanding of contemporary theories and their applications in the field of international marketing and management, that provides learners with the opportunity in developing, applying and implementing ideas in the areas of international management and international marketing.



## ABOUT CIQ

Cambridge International Qualifications (CIQ) is a professional awarding organization incorporated in the UK and is a subsidiary of Westford Education Group, which is into providing higher education to global learners since 2009. CIQ aims to develop and accredit qualifications which meet the ongoing needs of learners and the corporate sector ensuring individuals have access to opportunities for personal and professional development.

CIQ offers credit-rated programmes under the Scottish Credit Qualification through the credit rating agency, Scottish Qualification Framework Authority (SQA) which enables the learner to attain UK regulated qualifications. Apart from the credit-rated programmes, CIQ also offers stand-alone professional diplomas and certification programmes which have been developed based on the current need of the industry. CIQ has also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ. courses developed by CIQ.



# WHAT YOU LEARN

- ▶ Introduction to global environment
- ▶ Marketing process
- ▶ Scope of marketing
- ▶ Market segmentation
- ▶ PESTEL analysis
- ▶ Consumer decision making process
- ▶ New product development process
- ▶ Distribution strategy
- ▶ Application of Ansoff matrix, BCG matrix and Porters five forces
- ▶ Introduction to marketing
- ▶ International entry modes
- ▶ Marketing mix
- ▶ SWOT analysis
- ▶ Marketing communications
- ▶ Product life cycle strategies
- ▶ Customer needs
- ▶ Pricing approaches and objectives

## INTERNATIONAL MARKETING MANAGEMENT

Module Code : GM704

Study Level : Post Graduate

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides with opportunity for originality in developing, applying and implementing ideas in the areas of international management and international marketing.

## Learning Outcomes

LO1. Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations.

LO2. Develop marketing plans with application of appropriate marketing models, tools and techniques.

LO3. Evaluate the processes involved in brand management and how they influence consumer behaviour.

LO4. Decide how to launch new products/services in a dynamic global marketplace.



## KEY FEATURES



### AFFORDABLE FEE

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We have ensured that our fee is one of the lowest when compared to similar qualifications, in order to keep the programme affordable to all.



### PAY PER MODULE

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Our 'Pay per module' is a unique payment feature that allows you to pay only for the module you learn, without having to worry about arranging funds for the entire program.



### FLEXIBLE SCHEDULE

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Our flexible learning model allows you to attend lectures as per your convenience and study at your own pace.



### FREE TRIAL

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We offer a Free Trial without obligations, so you can experience our unique learning module before you make a decision.

# LEARNING RESOURCES

1

## **Recorded Video Lectures**

The module includes about 50 detailed video lectures which provides fundamental understanding of the subject.

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2

## **Reference Reading Resources**

Each video lecture is followed by 3 levels of reading resources - Essential reading material, Reference reading and Additional reading, to enhance your knowledge further.

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3

## **Live Interactive Sessions**

Our module mentors and faculty will conduct regular live sessions, such as orientation to the module and assignment support sessions. This platform helps learners to directly interact with our Academic team.

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4

## **E-Library Access**

Each learner is given unlimited access to our E-Library, which contains more than 50,000 resources such as E-Books, Journals, White papers, videos and so on.



# REGISTRATION PROCESS

## Register for a free trial

Register for a free trial and get complete access to the first few units of the program for 7 days without any obligations.

## Make the payment

If you are satisfied with the learning, start your course by paying Course fee.

## Start the learning journey

Start learning and work on your assessment simultaneously, submit the module assignment at the submission gateway which will be active from 21<sup>st</sup> day of your enrollment.

## Get Certification

Once you have passed the assignment, make a request for certification by paying the certification fee.



**START  
NOW!**





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