

A Open -Elective Course Completion Report in partial fulfillment of the degree

Bachelor of Technology in Computer Science & Artificial Intelligence

By

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Submitted to





SCHOOL OF COMPUTER SCIENCE & ARTIFICIAL INTELLIGENCE SR UNIVERSITY, ANANTHASAGAR, WARANGAL

March, 2025.



SCHOOL OF COMPUTER SCIENCE & ARTIFICIAL INTELLIGENCE

CERTIFICATE

This is to certify that **SREERAMOJU HARISH** has successfully completed the course titled **DIGITAL MARKETING** conducted by **SAYLOR**

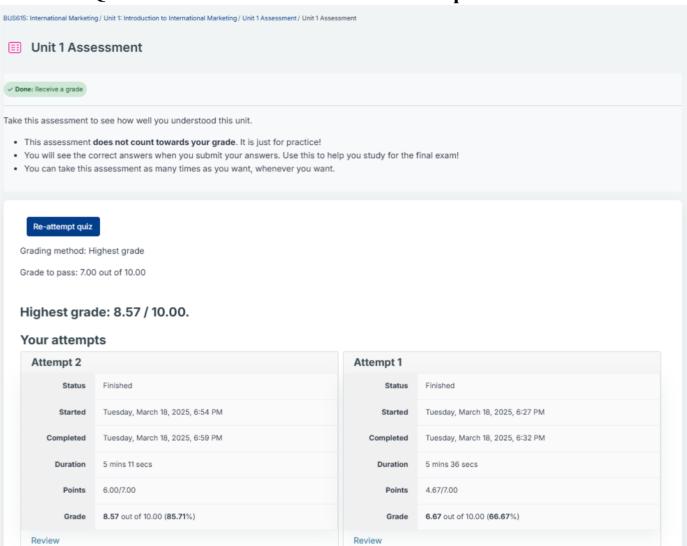
This course had a total duration of **32 HOURS** meeting the required completion hours. Supporting documentation is available upon request.

Date of Completion: 13/03/2025

Authorized Signatory

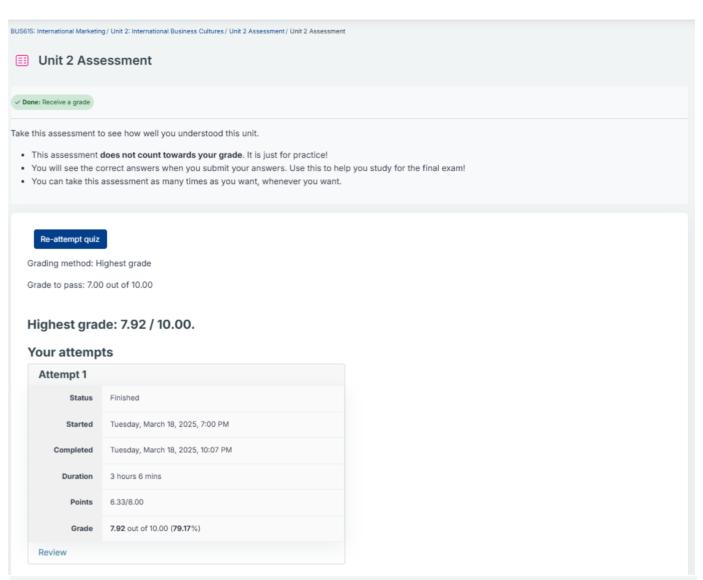
Dr. M.Sheshikala

Professor & HOD (CSE), SR University, Ananthasagar, Warangal **Quiz Results/Grades Achieved & Description**



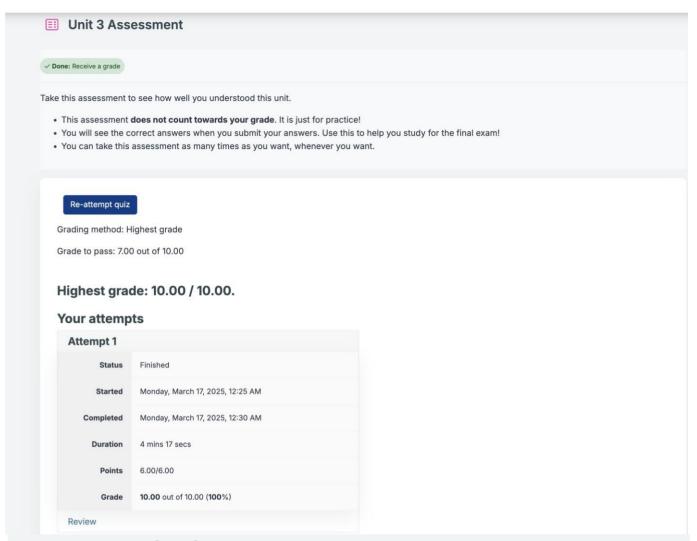
Unit 1: Introduction to International Marketing

The decision to expand operations on a global scale involves many factors, which can vary from country to country. Marketing in the US is very different than marketing in other nations, and companies need to explore these factors before taking steps to expand. For example, competition in one nation may be quite different from competition elsewhere. This can impact a company's marketing campaign and require them to adjust their messaging and approach for each location. Trade between countries can also impact the products and services that are sold across the globe, and rules and regulations will vary as well. In spite of the challenges that companies face when marketing on an international scale, the benefits are many, and the more knowledgeable an organization has about a country's markets, the greater its chance of success. Read this chapter and begin your exploration of the factors involved in marketing around the world.



Unit 2: International Business Cultures

The role of culture in business activities is present in all markets across the globe. When we look at the various sets of beliefs, values, thinking, and practices of different groups of people, we can understand how those people behave, reason, and make decisions. Of course, to be successful, businesses must fully understand the value systems of the countries they are operating in to best meet those consumers' needs. Cultures are formed by the political, economic, and social philosophies of their nations and their education, religion, and social structure. These all affect how businesses should be operating in those nations. In this unit, we will explore cultural factors in detail and look at how they affect business decisions around the world.



Unit 3: International Marketing Departments

Marketing is a complex discipline under the best of circumstances. Companies need to effectively communicate the benefits their products provide to consumers: they must select the appropriate segment of the population to target; they must apply appropriate pricing strategies; get the product to the customers where they shop; and continually conduct market research to respond to market changes and fluctuations. Now, consider the challenges of implementing a marketing strategy in global markets where conditions are not only different from the US but different from other nations, as well. In this unit, we will explore the elements global marketers must address and how they can effectively implement a strategy that can lead to success.

BUSGIS- International Marketing / Unit 4- Market Research and Selecting International Markets / Unit 4 Assessment / Unit 4 Assessment

Unit 4 Assessment



Take this assessment to see how well you understood this unit.

- This assessment does not count towards your grade. It is just for practice!
- You will see the correct answers when you submit your answers. Use this to help you study for the final exam!
- You can take this assessment as many times as you want, whenever you want.

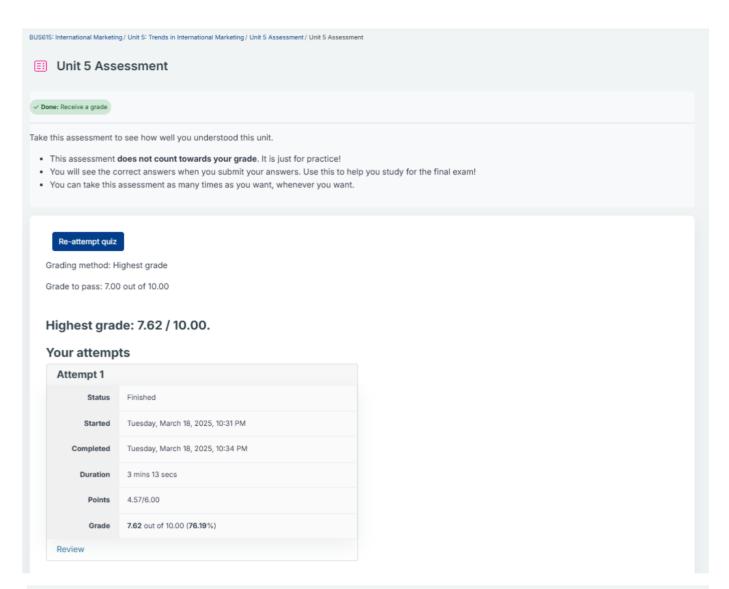
Re-attempt quiz

Grading method: Highest grade
Grade to pass: 7.00 out of 10.00

Highest grade: 8.79 / 10.00.

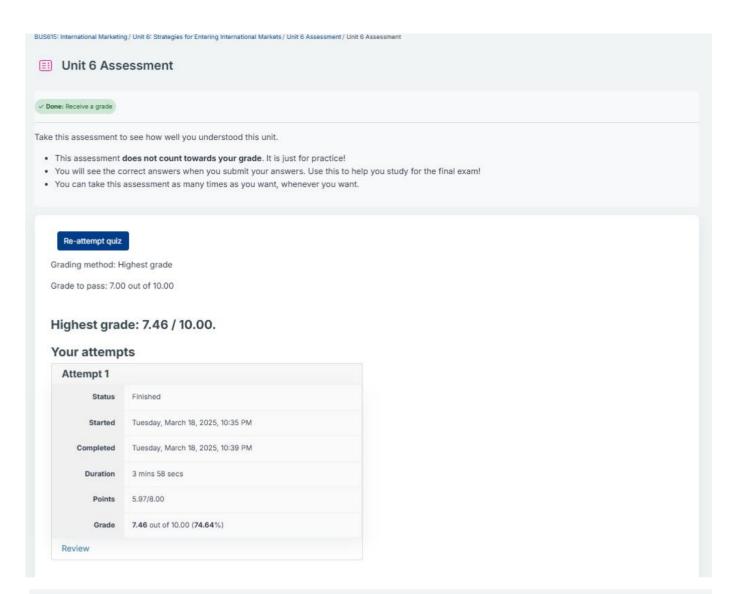
Your attempts

Attempt 1	
Status	Finished
Started	Tuesday, March 18, 2025, 10:26 PM
Completed	Tuesday, March 18, 2025, 10:30 PM
Duration	4 mins 10 secs
Points	5.27/6.00
Grade	8.79 out of 10.00 (87.9%)
Review	



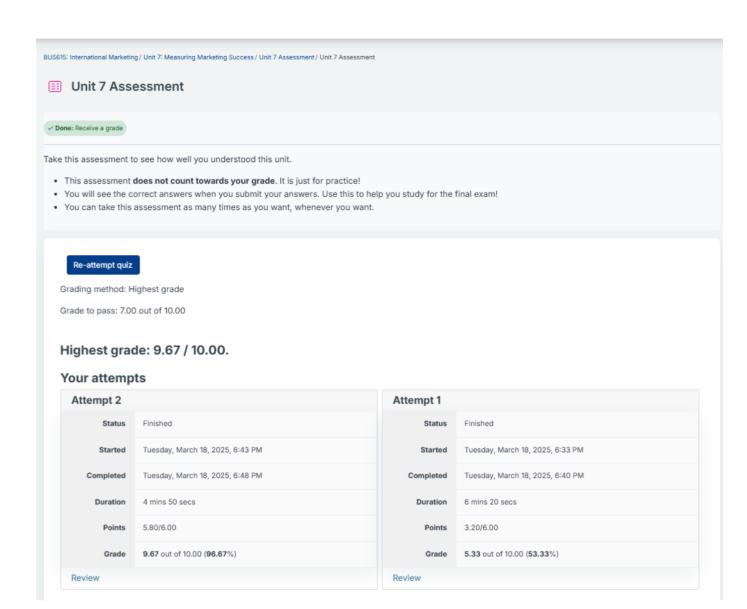
Unit 5: Trends in International Marketing

The marketing function is constantly in a state of flux. New techologies impact the ways in which we connect with the public. Cultural and societal movements evolve. Political and environmental factors influence our priorities. As a result, marketing strategies need to advance and change to meet these dynamics in a meaningful and effective way. In this unit, we will explore the role of traditional marketing activities, the increased use of digital platforms, and how to determine which methods are most effective in international markets. As you explore the articles and videos in this unit, consider your view of effective marketing strategies and how that might change as you consider the variations among global markets.



Unit 6: Strategies for Entering International Markets

The business decision for entering a foreign market may be an easy one, but the process of choosing those markets, as well as selecting entry strategies, is much more complex. The criteria for determining the attractiveness of a market can vary from country to country, and the conditions in each nation that determine which strategy is most desirable can vary, as well. Additionally, companies have to make the decision whether to sell directly into those countries or to use partners or export managers to gain a presence. In this Unit, we will evaluate the elements that help companies evaluate potential markets; we will assess the various strategies available to organizations seeking to go global; and determine the many factors that influence the choices a company will need to make for market entry.



Unit 7: Measuring Marketing Success

As we have seen, there are many steps involved in developing marketing campaigns. In addition to taking a great deal of time and effort, there is also the financial component of bringing a campaign to fruition, and implementing it in the marketplace. However, this is not the end of the process. In order to ensure the success of any campaign, it must be closely monitored and measured for effectiveness. In this Unit, we will look at the role of metrics in evaluating campaign success, how to choose the right measurement methods, and how to use these metrics to modify and adjust campaigns, where necessary.

CERTIFICATES

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Saylor Academy awards

SREE RAMOJU HARISH.

this certificate of achievement for

BUS615: International Marketing

Issue Date: March 13, 2025

Certificate ID: 4472115441SR





Saylor Academy awards

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Issue Date: March 13, 2025

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Course Length: 32 hours

Grade: 72.50





Digital Marketing.pdf