



## **OE4-MOOC-DIGITAL MARKETING**

A Open -Elective Course Completion Report

in partial fulfillment of the degree

**Bachelor of Technology**  
in  
**Computer Science & Artificial Intelligence**

**By**

**Roll. No : 2203A51054**

**Name: Mohd.karim pasha**

**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 **MOHD.KARIM PASHA** 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

BUS615: International Marketing / Unit 1: Introduction to International Marketing / Unit 1 Assessment / Unit 1 Assessment



## Unit 1 Assessment

Quiz

Question bank

✓ Done: Receive a grade

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: 7.14 / 10.00.**

### Your attempts

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 11:09 AM
Completed	Thursday, 13 March 2025, 11:19 AM
Duration	9 mins 46 secs
Marks	5.00/7.00
Grade	7.14 out of 10.00 (71.43%)
<a href="#">Review</a>	

## 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 Assessment

[Quiz](#) [Question bank](#)

✓ Done: Receive a grade

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: 7.92 / 10.00.**

### Your attempts

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 11:32 AM
Completed	Thursday, 13 March 2025, 11:43 AM
Duration	11 mins 23 secs
Marks	6.33/8.00
Grade	7.92 out of 10.00 (79.17%)
<a href="#">Review</a>	

## 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 Assessment

[Quiz](#)[Question bank](#)

✓ Done: Receive a grade

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: 7.36 / 10.00.**

### Your attempts

Attempt 1	
Status	Finished
Started	Thursday, 13 March 2025, 11:44 AM
Completed	Thursday, 13 March 2025, 11:53 AM
Duration	9 mins 4 secs
Marks	4.42/6.00
Grade	7.36 out of 10.00 (73.61%)
<a href="#">Review</a>	

## 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.



## Unit 4 Assessment

Quiz Question bank

× Failed: Receive a grade

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: 6.54 / 10.00.**

### Your attempts

#### Attempt 2

Status	Finished
Started	Tuesday, 25 March 2025, 11:04 AM
Completed	Tuesday, 25 March 2025, 11:09 AM
Duration	5 mins 4 secs
Marks	3.93/6.00
Grade	6.54 out of 10.00 (65.44%)
<a href="#">Review</a>	

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 11:53 AM
Completed	Thursday, 13 March 2025, 12:00 PM
Duration	6 mins 50 secs
Marks	3.45/6.00
Grade	5.75 out of 10.00 (57.54%)
<a href="#">Review</a>	

## Unit 4: Market Research and Selecting International Markets

The marketing research process follows a standard set of steps. It begins with the identification of a problem that needs to be solved. This is followed by developing the research plan and then conducting the actual research. Once all data has been collected, it is analyzed, and the findings are written up in a formal report. At that point, actions can be taken based on the information uncovered and conclusions that have been formed. While this process is relatively customary in business, it takes on new dimensions when implemented on a global scale. For international markets, even identifying the problem to be solved can vary from country to country. A research plan suitable for one nation may not be appropriate or applicable somewhere else. The findings of research gathered in one country may have different implications in another part of the world. In this unit, we will explore the intricacies of market research on an international scale and how we can determine appropriate and effective research methods.

## Unit 5 Assessment

Quiz Question bank

× Failed: Receive a grade

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: 5.71 / 10.00.**

### Your attempts

#### Attempt 2

Status	Finished
Started	Tuesday, 25 March 2025, 11:12 AM
Completed	Tuesday, 25 March 2025, 11:16 AM
Duration	4 mins 28 secs
Marks	3.43/6.00
Grade	5.71 out of 10.00 (57.14%)
<a href="#">Review</a>	

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 12:07 PM
Completed	Thursday, 13 March 2025, 12:11 PM
Duration	4 mins 36 secs
Marks	2.22/6.00
Grade	3.70 out of 10.00 (37.02%)
<a href="#">Review</a>	

## Unit 5: Trends in International Marketing

The marketing function is constantly in a state of flux. New technologies 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 Assessment

Quiz Question bank

× Failed: Receive a grade

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: 5.06 / 10.00.**

### Your attempts

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 12:21 PM
Completed	Thursday, 13 March 2025, 12:25 PM
Duration	4 mins 9 secs
Marks	4.05/8.00
Grade	5.06 out of 10.00 (50.57%)
<a href="#">Review</a>	

## 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 Assessment

[Quiz](#)[Question bank](#)

× Failed: Receive a grade

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: 2.89 / 10.00.**

### Your attempts

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 12:25 PM
Completed	Thursday, 13 March 2025, 12:28 PM
Duration	2 mins 52 secs
Marks	1.73/6.00
Grade	<b>2.89</b> out of 10.00 ( <b>28.89%</b> )

[Review](#)

## 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.

# FINAL EXAM:

BUS615: International Marketing / Certificate Final Exam / BUS615: Certificate Final Exam

## BUS615: Certificate Final Exam

Quiz   Question bank

✓ Done: Receive a grade   ✓ Done: Receive a passing grade

### Essential details:

- You will have **two (2) hours** to complete this exam
- You must wait **7 days** between consecutive attempts of this exam
- Exam questions are distributed across multiple pages
- Exam questions will have several plausible options; be sure to pick the answer that best satisfies each part of the question
- Your answers are saved each time you move to another page in the exam
- You can answer the questions in any order
- You can go directly to any question by clicking its number in the navigation panel
- You can flag a question to remind yourself to return to it later
- You will receive your grade as soon as you submit your answers
- The passing grade is **70% or higher**

Re-attempt quiz

Time limit: 2 hours

Grading method: Highest grade

Grade to pass: 7.00 out of 10.00

**Highest grade: 7.00 / 10.00.**

### Your attempts

#### Attempt 1

Status	Finished
Started	Thursday, 13 March 2025, 11:20 AM
Completed	Thursday, 13 March 2025, 11:31 AM
Duration	10 mins 58 secs
Marks	28.00/40.00
Grade	7.00 out of 10.00 (70%)
Review not permitted	

## **LEARNING OUTCOME**

- 1. Understanding Global Markets** – Analyze the differences between domestic and international marketing
- 2. Market Entry Strategies** – Evaluate various strategies for entering international markets, such as exporting, franchising, and joint ventures.
- 3. Cultural and Economic Influences** – Identify how cultural, economic, and political factors affect international marketing strategies.
- 4. Global Branding and Positioning** – Learn how to develop and position a brand in multiple international markets.
- 5. International Pricing and Distribution** – Understand pricing strategies and distribution channels in a global context.
- 6. Marketing Communication Strategies** – Explore how advertising, public relations, and digital marketing work in international settings.
- 7. Ethical and Legal Considerations** – Recognize ethical and legal challenges in international marketing.

## CERTIFICATES



