

Programme: Master of Business Administration

Semester IV

MBA 925-18

INTERNATIONAL AND SOCIAL MEDIA MARKETING

Objective: The course aims at acquainting students with the concepts and procedures for international marketing and trains them to develop and implement plans and strategies for entering international markets and managing overseas operations. The course also helps students to understand the basics in Social Media Marketing and Blogging.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Assess the challenges in international marketing and understand various international market entry strategies.
CO2	Evaluate international marketing environment and identify various international trade barriers and regional blocks.
CO3	Develop international product, pricing and communication policy and examine international distribution system.
CO4	Discuss the evolution of social media marketing and identify various benefits and applications of social media.
CO5	Explain how to develop effective social media marketing strategies for various types of industries and businesses.
CO6	Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)