

Course Code: MARKEXP

Course Title: Export Marketing

Course Description:

This course is about marketing beyond the home country. As globalization grows, there is a need to prepare strategies for marketing to overseas markets. The marketing mix should be strategized to suit overseas markets. Students are encouraged to prepare an export marketing plan as a result of class lessons

Department: Marketing and Advertising

Required text and materials

Garcia, Leonardo & Suplico-Jeong, Luz (2017). International Marketing. Philippines. C & E Publishing

Cateora, Philip (2017). International Marketing. USA. Irwin Marketing