

Distance Course International Marketing

TRAINING MADE IN GERMANY



Specialisation Course

- A comprehensive program that enhances your career prospects
- Insight In European Marketing Perspective
- Individual tutor support and advice
- Indo-German certificate

**Become an International Expert
- Enhance your Career**

Course Details

Certificate & awarding body: FORUM International

Certificates will be awarded through FORUM International, which is an accredited training institution in Germany. A certificate will be awarded at the completion of the following:

- Completion of 3 units including one test per study unit.
- Elaboration of a case study and presentation

Mode of study: Blended learning

The course combines distance learning with online tutoring and contact classes:

The distance learning course consists of 3 study units, which form the core elements of the course. You will receive two formats of the study units: a) Print copies comprising 100 pages each, and b) Access to the web-based e-learning modules. The elaboration of case studies will be supervised by an Indian lecturer. Online tutoring with German marketing experts takes place regularly. There will be two contact classes, one at the beginning (opening) and one at the end of the course (presentation).

Duration of course: 3 months

Workload estimate: 7-10 hours per week

Description of Modules:

Study Unit 1: **Basics of International Marketing**

- Introduction to International Marketing
- Determinants of International Marketing Decisions
- How to enter the international market?

Study Unit 2: **Marketing-Mix in an International Context**

- Characteristics in product policy
- Challenges of Pricing
- Decision-making processes in distribution

Study Unit 3: **Intercultural Communi- cation in Marketing**

- Basics of communication
- Significance of intercultural marketing communication
- Selected marketing instruments in an international context
- Practical experience in intercultural marketing



Your Benefit

- Learn how to apply marketing knowledge to international situations in an increasingly global marketplace
- Use time efficiently with e-learning based modules that allow you decide when and where to learn.
- Directly transfer the know-how from theory to practise

International Marketing Experts / Tutors



Keya Choudhury.

expert in international project management and on strategies at the marketing and intercultural communication interface.



Heike Jahn.

expert in marketing and communication, change management and reorganisation.



Sorabh Bajaj.

expert in business excellence, project management, customer satisfaction measurement and management.



Frank Hilgenfeld.

expert in press and public relations and international marketing.



Jutta Overmann.

expert in strategic development, sharpening of company profiles and market positioning.

How to Register

To explore your exact options and latest fee for the course please call now on **+91 990 05 05 117** and speak to one of our helpful advisors or submit this form:

Family Name
Given Name
Address
City
Postal Code
Mobile
Phone
E-mail
Date & Significance

About Us



FORUM International Training

Charlottenstraße 2

10969 Berlin, Germany

www.forum-international-training.com

FORUM Berufsbildung has 25 years of valuable experience in the educational sector in Germany. Back in 1985, when **FORUM** was founded, the main focus was on the health, nutrition and natural food sector, an area where **FORUM** soon became the most important independent vocational training institution in Germany. Courses on health food and organic products are still a major part of the **FORUM** educational portfolio.

Over time the scope of business has vastly expanded. Today **FORUM** covers a wide range of educational fields, offering courses, seminars and distance learning courses e.g. in office administration, retail, business economics, computer literacy, entrepreneurship, social welfare/non-profit, event management and tourism.

In order to give more people the chance to benefit from its unique know how in the educational sector, **FORUM**, has set up an international network for education programmes abroad. For management and coordination of international activities **FORUM** International has been established.

FORUM International has set out to promote its innovative system of customized modular education by highly qualified personnel entrepreneurship and to implement with profound expertise gained from 25 years educating people in all fields of traditional and modern industries.

For further Information & Registration

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