



International TRADE AND MARKETING

COURSE DESCRIPTION

This course provides an overview of the environment, concepts, basic differences, and practices involved in international trade and marketing. Topics include international trade theory and policy, export and import, global logistics management, digital marketing, global marketing strategies, and global strategic management.



COURSE LEARNING OUTCOMES

After successful completion of this course, students will be able to:

- Explain current academic theories, regulations, and practices in the fields of international trade, export/import, and global logistics
- Discuss the role of digital marketing for effective business growth
- Demonstrate the implementation strategies practiced in global marketing
- Analyze the strategic business considerations, competitive challenges, and opportunities faced by international firms

CLASS TOPICS

- Why do nations trade?
- International trade policy
- Fundamental of export/ import
- Marketing in the digital era
- Global marketing strategy
- International growth strategy
- Regional connectivity through logistics system

TEACHING METHODS

- Interactive lectures
- Self-study
- Workshop
- Business field trips

**APPLY FOR
MUIC SUMMER
PROGRAM**



<https://muic.mahidol.ac.th/eng/study-abroad/short-term-programs/>



icir@mahidol.ac.th

DATE

JUNE 30 – JULY 21, 2019

APPLICATION DEADLINE

MAY 31, 2019

TEACHING MEDIA

- Power-point presentations
- Handouts
- Multimedia resources

MEASUREMENT AND EVALUATION OF STUDENT ACHIEVEMENT

- Assignments and final project presentations
- Class attendance at 80% of total hours to receive a final grade

