




# MASTER IN INTERNATIONAL MARKETING

APPROVAL IN PROCESS

## RUSHMORE BUSINESS SCHOOL

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The International Marketing course offers a comprehensive exploration of strategies, techniques, and challenges in promoting products and services across diverse international markets. This dynamic course equips students with the skills required to navigate the intricacies of global business landscapes while fostering cross-cultural communication proficiency, strategic thinking, and a deep understanding of international consumer behaviour.

In an era characterized by unprecedented globalization and interconnectedness, the importance of a Master's in International Marketing cannot be overstated. This advanced degree equips individuals with the specialized knowledge and skills required to navigate the intricate landscape of international business and effectively engage with diverse markets.

One of the key aspects underscoring the importance of this degree is the dynamic nature of the global marketplace. As companies expand their operations beyond national borders, they encounter a myriad of cultural, linguistic, regulatory, and economic differences that necessitate a profound understanding of international marketing principles. A Master's in International Marketing provides precisely this, offering insights into consumer behaviour, cultural nuances, and market trends that enable professionals to tailor their strategies to resonate with audiences from different corners of the world.

A Master's in International Marketing is a springboard for a range of fulfilling and lucrative career opportunities. Graduates are well-positioned to assume roles such as Global Marketing Managers, International Brand Strategists, and Market Research Analysts. The skills acquired during the program also make them highly sought-after candidates for multinational corporations, consulting firms, and international organizations, adding a competitive edge to their professional profiles.

As industries continue to expand their global footprint, individuals armed with a Master's in International Marketing are equipped to lead the charge in shaping international marketing landscapes, driving organizational success, and contributing to the greater global business ecosystem.

## STUDY MODE

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Full Time / Part Time

## DURATION

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13 Months (FT) / 26 Months (PT)

## TUITION FEES (RS)

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380,000

## ENTRY REQUIREMENTS

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• Successful completion of an undergraduate degree with at least a Second Class Honours or a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution,

or

• Alternative qualifications acceptable to College de Paris / Rushmore Business School

## HOW TO APPLY

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Complete and submit the attached application form along with:

- two passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of Rs 2000

Your application may be submitted in person at Rushmore Business School's Registry

or

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

## Awarding Institution

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College de Paris / Ascencia Business School Group (France)

## Course Aims

The Master's in International Marketing program is designed to provide students with a comprehensive understanding of the dynamic field of global marketing. Through a blend of theoretical knowledge and practical applications, students will develop the skills necessary to excel in international marketing strategy, market analysis, cross-cultural communication, and brand management. The program aims to produce graduates who can navigate the complexities of the global marketplace and contribute to the success of organizations operating on an international scale.

## Learning Outcomes

By studying this course, candidates will:

1. Have a deep understanding of cultural influences on consumer behaviour, communication, and marketing strategies. They will develop the ability to navigate diverse cultural contexts, adapting marketing approaches to resonate with target audiences from different backgrounds.
2. Acquire the skills to formulate and execute effective global marketing strategies. They will be able to analyse international market trends, assess competitive landscapes, and identify opportunities for market entry, expansion, and growth on a global scale.
3. Understand how to conduct comprehensive international market research, utilizing both quantitative and qualitative data analysis techniques. They will apply these skills to gather insights into consumer preferences, market trends, and competitive dynamics to inform strategic decision-making.
4. Develop expertise in leveraging digital marketing tools and platforms to reach international audiences effectively. They will be able to develop and manage digital marketing campaigns, ensuring consistency across multiple digital touchpoints and adapting strategies to diverse markets.

## Course Structure

### Block 1 - Analysis & deployment of the company's overall strategy

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Strategic Management  
Performance Control  
Business Ethics  
Digital Marketing  
Project Management  
Marketing Strategy and Operation  
Financial Management

### Block 2 - Management of the activities of the operational unit

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Digital Transformation  
Business Intelligence  
Management of IT  
Digital Law  
International Marketing  
Business Plan  
Consumer Behaviour Analysis  
Brand Strategy and Management

### **Block 3 - Driving digital transformation**

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Labor Law  
HR Management  
Master Class: Cultural Map  
Sales and Negotiation  
Geopolitics  
Risk Management  
Forecasting and Budgeting

### **Block 4 - Monitoring, forecasting & public relations**

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Communication  
Change Management  
Social Media Marketing  
Business Development  
Economics Statistics and Operations  
International Business  
Web Design and Development  
Sustainable Strategies

### **Block 5 - Management of people & organizations**

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International Logistics  
Customs and Intra-Community Operations  
Legal Aspects of International Trade Operations  
Financial Aspects of International Trade Operations  
Content Marketing  
International Relations  
Organisational Behaviour  
Dissertation