

International Marketing

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt. stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 21 hours duration and consists of one Module - (including 2-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

General assessment policy and procedures for this course:

The assessment will vary from one module to the other. For this module, the learner will be assessed through delivery of a Presentation. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – International Marketing

<ul style="list-style-type: none">✓ Be responsible for using the Ansoff Matrix when engaging in international marketing✓ Be responsible for using the VRIO framework while setting up a marketing strategy for international marketing✓ Deal with the implications of an international marketing strategy✓ Comply with the Major Trade Block✓ Carry out tasks in relation to the EU trade policy and access markets✓ Be responsible for conducting business in international marketing✓ Be responsible for doing business in the global village – legal and strategic aspects	<ul style="list-style-type: none">✓ Deal with centralization vs decentralization situations✓ Ensure understanding of the international marketing mix✓ Ensure understanding of the difference between standardization and adaptation✓ Create an international strategy – multidomestic, transnational, and global✓ Collaborate with Malta's Trading Partners✓ Monitor the maturity of the domestic market, and identify opportunities to transfer the product/service overseas✓ Be responsible for economies of scale and risk spreading✓ Be responsible for PEST – STEEPLED analysis of a chosen country for International Marketing
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Module 1 Assessment:

The learner will be assessed by being asked to deliver a short presentation. This will carry a total of 80% of the global mark.

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered. This will carry a total of 20% of the global mark.

Trainees are required to obtain a pass mark (45%) in both the Ongoing Assessment and the Presentation.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 2 ECTS points are assigned.