



TULSIRAMJI GAIKWAD-PATIL College of Engineering and Technology

Wardha Road, Nagpur - 441108

Accredited with NAAC A+ Grade

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institute Affiliated to RTM Nagpur University)



Department of Master of Business Administration

COURSE CODE & NAME:- MMB2405, INTERNATIONAL MARKETING MANAGEMENT

MMB2405	COURSE OUTCOMES
CO1	Differentiate between domestic marketing and international marketing and understand clearly features of International Marketing.
CO2	Explain the planning, & various procedures in International marketing.
CO3	Develop Global Product Policy decisions.
CO4	Design strategies for International Service Sector Marketing
CO5	Design functional level strategies for Global Branding.