

## **COURSE OBJECTIVES AND COURSE OUTCOMES**

**T.Y.B.M.S. (SEMESTER - VI)**

**SUBJECT: MARKETING - INTERNATIONAL MARKETING**

<b>Sr. No.</b>	<b>Course Objectives</b>	<b>Course Outcomes</b>
1)	To describe International Marketing, its advantages and Challenges	Learners will perceive International Marketing, its advantages and Challenges
2)	To deliver insight on the dynamics of the International Marketing Environment	Learners will have a perception on the dynamics of the International Marketing Environment
3)	To explain the relevance of International Marketing Mix decisions and recent developments in Global Market	Learners will apprehend the relevance of International Marketing Mix decisions and recent developments in Global Market
4)	To expose students to the latest developments in international marketing	Learners will become aware of the current international marketing trends