



Intensive Program

International Marketing

To whom it is addressed:

- This course is designed for professionals across various industries seeking to enhance their expertise in international marketing.
- It is ideal for marketing managers, product managers, market analysts, and individuals involved in international business development.
- Entrepreneurs and individuals interested in expanding their international marketing knowledge will also benefit from this course.

Objetives

- The primary objectives of the International Marketing course are to provide participants with an in-depth understanding of global marketing strategies and practices.
- This course aims to equip participants with the knowledge and skills required to plan, implement, and evaluate international marketing campaigns, considering cultural, economic, and regulatory factors.
- By the end of the course, participants should be capable of developing and executing effective international marketing strategies to compete in the global marketplace.

Competences to be acquired:

- Upon completion of the International Marketing course, participants will acquire a range of competencies essential for success in the global marketing arena.
- Participants will develop skills in market research, international market selection, product adaptation, and global brand management.
- They will also gain the ability to formulate and execute international marketing campaigns, navigate cross-border challenges, and evaluate the performance of global marketing efforts.

METHODOLOGY

- Classes are in **person in the center's classrooms** and you can participate simultaneously through the **virtual classroom** through videoconference in real time.
- **Two days a week**
- They are live, dynamic and interactive classes.
- Our teachers are active professionals, experts in the field, who also have extensive teaching experience.
- This training is taught **in English** by native teachers of different nationalities.
- **Continuous assessment**

Program:

- The International Marketing course is a comprehensive program designed to provide participants with a thorough understanding of global marketing principles and best practices.
- The program will cover key topics such as international market analysis, product localization, global brand positioning, cross-cultural marketing communication, and digital marketing in the international context.
- The course will employ a combination of lectures, case studies, group projects, and hands-on exercises to give participants practical experience and opportunities to apply international marketing strategies.



 Convocatoria	 Duración	 Precio
<p>From 24th February to 26th March 2026</p>	<p>30 h.</p> <p>Two days a week Tuesday and Thursday</p> <p>From 19:00 to 22:00</p>	<p>600€</p> <p>Bonificable por FUNDAE</p>

This 30-hour course is integrated as a module of the Higher Course in **International Business Management**. The course is taught in 5 modules independently.

If you want to know more about the program, ask us:

Escuela a de Negocios

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