

Lecture

**Source Material
Text book**

Supplementary Material

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SESSION PLAN

Tutorial

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS

#:EA812.....	Title: International Marketing
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SESSION PARTICULARS

#:2	Title: The scope & challenge of international marketing	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Discussion questions Text book Page 25, questions 1,2, 4, 5 & 6
.....	Continue Case 1, discussion questions
.....	Submitting projects phase 1
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Prepared by : DR Dalia Farag
Designation
Name
Sign
Date

Approved by : Dr Khaled Hanafy
Designation
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Sign
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COURSE PARTICULARS	
#: ...EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#:3...	Title: Cultural Dynamics in Assessing Global Markets	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Discuss the culture Analysis ---- project
.....	Case 2 – Coke & Pepsi learn to Compete in India --- page 604
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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing.....

SESSION PARTICULARS		
#: .9.....	Title: The Political Environment: A Critical Concern	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Discussion questions 1, 2, 3 & 4
.....	Submitting Economic Analysis
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COURSE PARTICULARS	
#:EA812.....	Title: International Marketing

SESSION PARTICULARS		
#:13...	Title :Final Case	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Mac Donald great Britain – Turnaround case page -- 654
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