



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

Syllabus for the Marketing Management and International Business programme

Study module name:	International Marketing and Social Media	
Study module code:	MMIB_IMS 1	
Lecturer:	Dr. KesterOsahenye	
Aim of the MBA study module:		
Industry overview and structural analysis of marketing as it relates to international and internationalizing. Examines the social media impact on the activities involved in delivering goods and services to the consumers through the various channels of social media. The trends of international marketing through digital media and intrusive new media channels and its attendant effects on marketing value chain/processes.		
Content of the MBA study module:		
Gaining leadership and executive caliber mindset are inherent of doing an Executive MBA, this is because the student would absorb and demonstrate the knowledge of economics, business operations, corporate strategies, decision making, emotional intelligence, organizational development and other core competencies that senior business leaders need along with the expertise of marketing specialization and hands on knowledge on how to run successful marketing campaign and strategies through Case Studies.		
Chapter 1:		
Building memorable and intuitive corporate brands in forward looking multinationals and organizations.		
Chapter 2:		
Increasing your company's market penetration through social media platform. Overseeing the marketing process, from planning through execution in the new media ecosystem.		
Chapter 3:		
Creating added value for company shareholders through proactive deployment of digital media marketing.		
Chapter 4:		
Analyzing market segmentation, targeting and positioning. Measuring marketing campaign results and return on investment. (Case Studies)		
Chapter 5:		
Trends in social media strategies for and their transformative effects on organizations.		
Chapter 6:		
Social Media and Co-Creation of Products and Services.		
Mandatory literature:		
Online study materials prepared by the lecturer.		
Recommended literature and other sources:		
1. Stoner, Freeman, Gilbert Jr.: Management (Pearson education)		
2. Osahenye and Edman – Social Media dynamics in digital world		
3. Drucker, P.F.: Managements, Tasks, Responsibilities, Practices of social media for businesses		
4. Loudan, David L. and Bitta, A. J. Della: Consumer Behaviour, Models of CB- Nicosia, Howard & Sheth, Engel-Kollat Blackwell		
5. Belch, George E. and Belch, Michael A.; Advertising and promotion and many new journals on New Media.		