INTERNATIONAL MARKETING USING THE INTERNET
NON-CREDIT PROGRAM WITH TRANSCRIPT

DATES
July 29 – August 16, 2019 (3 weeks)

COURSES
1. FUNDAMENTALS OF INTERNATIONAL MARKETING (30 HOURS)
Marketing management considerations of a company seeking to extend beyond the confines of its domestic market. A review of product, pricing, channels of distribution and communications policies to develop an optimum strategy (between adapting completely to each local environment and standardizing across them) for arriving at an integrated and profitable operation. Particular attention to international marketing and exporting in the Canadian context.

2. SOCIAL MEDIA STRATEGIES AND COMMUNITY MANAGEMENT (30 HOURS)
The use of social media platforms for promoting organizations, brands and causes has increased exponentially in recent years. Campaigns of all kinds rely heavily on social media, some even exclusively. This course will examine consumer behaviour in digital media; digital marketing practices; brand relations; online community-building and stakeholder engagement. Students will develop a digital campaign, including appropriate measurement and evaluation.

These courses are non-credit. Students are assessed and graded. A McGill Record of Study is issued. The language of instruction is English (TOEFL IBT 79 or equivalent). There are no other prerequisites.

FEES

→ Tuition Fees: $2175 CAD
→ Ancillary Fees: $320 CAD
→ Total Program Fees: $2495 CAD (≈ $1895 USD*)

→ Fees include:
→ International Health Insurance (for non-Canadian residents)
→ Course material
→ McGill Record of Study
→ Attestation of Completion of Program
→ Orientation session
→ Welcome and Farewell receptions

→ Optional:
→ Accommodation (Double Occupancy): $825 CAD ($625 USD*)
→ Cultural and social activities (Fees to be announced)

→ Not included:
→ Meals

*Invoicing is in Canadian dollars. USD pricing based on the Jan. 10, 2019 rate is for comparative purposes only and is subject to change.