

Global Business and Strategic Market Expansion

PROFESSIONAL CERTIFICATE



Course Synopsis

This module explores key principles and challenges in global business and strategic market expansion, focusing on international branding, localization, and risk management.

It examines different market entry strategies, including joint ventures, franchising, and direct investment, while addressing cultural adaptation and consumer behavior variations across markets.

Students will also analyze geopolitical risks and their impact on global brand sustainability, as well as strategies to manage brand perception in different regions.

Through real-world case studies and a research-based project, students will gain practical insights into successfully expanding brands into emerging and developed markets.

Learning Outcome

Upon successful completion of this module, students will be able to evaluate international branding strategies and market entry models for global business expansion.

They will develop the skills to analyze cross-cultural branding challenges and implement localization strategies tailored to different consumer markets. Students will also gain expertise in assessing geopolitical risks, managing global brand perception, and navigating regulatory environments.

Through applied case studies and a research-based project, they will enhance their ability to develop and execute strategic market expansion plans that ensure sustainable global brand growth.

Course Topics

- International branding strategies and global market entry
- Cross cultural branding challenges and localisation strategies
- Managing geopolitical risks and global brand perception (project paper)
- Market entry and brand expansion strategy for an emerging market