

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code:** UCBP6003 |
| **Module Title:** International Marketing |
| **Tutor:** Dr Karam Al Mandil |
| **Title of the item of work:** Proposal for Entering International Markets |
| **Wordage:** 2000 |
| **Report:**  Select a company of your choice and critically analyse the international marketing opportunities for this company. Following this analysis, you have to develop a marketing strategy to help the company expand into an international market in line with the opportinities identified in the international marketplace.  ***Note: Your company choice must be different from the previous attempt.*** |
| **SUBMISSION DATE AS PER STUDENT PORTAL**  ✓  To be submitted by ***16:00 PM*** on ***02/05/2025*** in accordance with instructions given by the course team.  To be submitted through the Virtual Learning Environment (Turnitin on Blackboard) in Word format.  ✓ |