



Políticas de marketing internacional. COMM0110 (Spanish Edition)

Laura Galán Ortíz

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Identificar las variables de marketing para la toma de decisiones en la internacionalización de la empresa. Analizar las características de los productos y/o servicios de la empresa y de los competidores para proponer estrategias y acciones relacionadas con la política internacional del producto. Analizar las variables que influyen en el precio de los productos y/o servicios en los mercados internacionales, con el objeto de diseñar la política internacional de precios adecuada a las estrategias y objetivos de la empresa. Identificar las variables que influyen en la política internacional de comunicación, con el fin de diseñar y ejecutar las acciones necesarias para la consecución de los objetivos y el desarrollo de las estrategias de la organización. Analizar la estructura de la distribución en los mercados internacionales, para seleccionar las formas de acceso y los canales de distribución más adecuados a las políticas y estrategias de la empresa. Ebook ajustado al certificado de profesionalidad de Marketing y compraventa internacional.

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