Edit Course Code and Course Name

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Faculty of Business, Economics and Accountancy (FBEA)

Step 1: Log in to ITeL UMS

Edit Mode ON

Step 2: Click My courses

ITEL   HOME   DASHBOARD   MY COURSES

My courses

Dashboard / Site pages / My courses

Start

- Profile
- Grades
- Calendar
- Private files
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- Log out

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Messages

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Profile

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Settings

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Grades

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Fakulti Perniagaan, Ekonomi dan Perakaunan
BA21103 PEMASARAN ANTARABANGSA [2-2022/2023]

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The importance of using an appropriate marketing strategy to enter foreign markets and compete globally is imperative. In formulating the effective marketing strategy, students must be fully equipped with a marketing mix know how. The globalization of markets has certainly accelerated through universal acceptance of the democratic free enterprise model and new communication technologies, including cell phones and the Internet. Markets are burgeoning in emerging

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Step 3: Select Course

Step 4: Click Setting

Step 5: Edit Course Full name

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Step 6: Save and Display

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