

Postgraduate Certificate in Global Marketing

# Global Marketing Strategy



mindmap

```
root((Global Marketing Strategy))
```

```
Market Entry
```

```
  Global Expansion
```

```
  Risk Analysis
```

```
Product Strategy
```

```
  Standardization
```

```
  Adaptation
```

```
Digital Marketing
```

```
  Data Analytics
```

```
  Social Media
```

```
Global Branding
```

```
  Brand Identity
```

```
  Cultural Sensitivity
```