



Certified International Marketing  
Analyst  
VS-1183

**Vskills Certifications**

Vskills Brochure



Skills for a secure future

## Certified International Marketing Analyst

### Certification Code VS-1183

Vskills certification for International Marketing Analyst assesses the candidate as per the company's need for international marketing. The certification tests the candidates on various areas in international marketing like political environment, international trade theory, social & cultural environment, international marketing research, segmentation, targeting, positioning, market entry, international services marketing, global advertising and promotion, channel development and e-marketing.

### Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills International Marketing Analyst Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in international marketing or marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

### Fee Structure

Rs. 3,499/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

### Companies that hire Vskills International Marketing Analyst

International Marketing Analysts are in great demand. Companies specializing in international marketing or marketing is constantly hiring skilled international marketing analysts. Various public and private companies also need international marketing analysts for their international marketing or marketing departments.

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- 29.1 Six Major Changes
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## Sample Questions

- 1. Which marketing principle identifies the purpose and task of marketing**
  - A. Differential Advantage
  - B. Customer Value
  - C. Focus
  - D. None of the above
  
- 2. Which marketing principle identifies the complete reality of marketing**
  - A. Differential Advantage
  - B. Customer Value
  - C. Focus
  - D. None of the above
  
- 3. Which management orientation assumes his or her home country is superior**
  - A. Ethnocentric
  - B. Polycentric
  - C. Geocentric
  - D. None of the above
  
- 4. Which management orientation views regions as unique and seeks to deep an integrated strategy**
  - A. Ethnocentric
  - B. Polycentric
  - C. Geocentric
  - D. None of the above
  
- 5. What are the benefits of international marketing**
  - A. Survival
  - B. Growth of Overseas Markets
  - C. Sales and Profits
  - D. All of the above

**Answers: 1 (B), 2 (A), 3 (A), 4 (C), 5 (D)**



## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

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