

## Course: International Dimension

credits: 3

<b>Course code</b>	CIVB18INT
<b>Name</b>	International Dimension
<b>Study year</b>	2020-2021
<b>ECTS credits</b>	3
<b>Language</b>	English
<b>Coordinator</b>	J. Kets

<b>Modes of delivery</b>	Lecture
<b>Assessments</b>	International Dimension - Computer, organised by STAD examinations

### Learning outcomes

#### Competences:

- SETTING A COURSE; The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.

#### 21st-century skills:

- Teamwork
- Commercial awareness
- Critical thinking

#### Learning Outcomes:

The student:

- Compares and contrasts international marketing strategies for different types of markets to justify companies' choices.,
- Debates about the role of internationalization in the board room and describes ways how to be accountable as marketer,
- Appraises market entry strategies chosen by various types of firms,
- Questions and integrates perspectives on international marketing strategy,
- Analyses how competitive advantage may be achieved or sustained.

### Content

#### Level:

Intermediate

#### Content:

The course will deal with the following topics: Internationalization theories, Marketing in the board room, standardization versus adaptation, marketing internationally to various markets (developing, emerging, BoP, advanced), and competitive advantage, SMTs versus multinationals and innovation.

#### Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: [Hanzegroningen.eu/exchangemm](http://Hanzegroningen.eu/exchangemm) or the Blackboard course.

#### Costs:

The peer reviewed journal articles are available from the Hanze library. The student will purchase the required cases from the website: [www.casecentre.org](http://www.casecentre.org). The price ranges between 5-7euro per case.

### Included in programme(s)

Marketing Management  
Marketing Management Exchange Programme Semester 1 (Autumn)

### School(s)

School of Marketing Management and Financial Economic Management  
School of Marketing Management