

Course: International Marketing Strategy 1 Assignment

credits: 2

Course code	IBVB14MST1C	Modes of delivery	Assignment
Name	International Marketing Strategy 1 Assignment	Assessments	Assignment - Assignment
Study year	2021-2022		
ECTS credits	2		
Language	English		
Coordinator	M. Soltanifar		

Learning outcomes

The student:

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

Competencies from the IB Professional Profile:

WT1-3, TWM17-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB.
Exchange students: previous knowledge of the corresponding subject area is required.

Level: advanced (3)

Content:

The course will deal with the following topics: 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.

The ability to perform a country analysis.

The ability to formulate market entry strategies

The ability to perform an analysis of the company's international position

The abilities to develop strategies in product development, pricing, distribution and international advertising and promotion.

The course is divided into three main areas: analysis, strategy development

and implementation. There will be an introduction into internationalization

theories, market entry strategies and marketing planning. The course will

also deal with technologies relevant for marketing plan implementation.

Included in programme(s)

Minor International Marketing

School(s)

International Business School