

## Course: International Marketing written exam

credits: 3

<b>Course code</b>	IBVP16IMK1A	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	International Marketing written exam	<b>Assessments</b>	International Marketing - Computer, organised by STAD examinations
<b>Study year</b>	2022-2023		
<b>ECTS credits</b>	3		
<b>Language</b>	English		
<b>Coordinator</b>	J. Wang		

### Learning outcomes

Students are able to:

- Explain critical importance of the Marketing Department in an organization and the links to other departments within the organization (General Management, Finance, Production, R&D, Purchasing and Logistics).
- Apply concepts of the marketing process by using the appropriate tools and models in international case studies in a contemporary B2C and B2B context.
- Analyze and critically evaluate international management issues with regard to the marketing process in a contemporary context from both B2C and B2B perspective.
- Recommend appropriate solutions to Marketing-related challenges in a pre-defined, international setting by making use of the appropriate tools and models.
- Analyze and explain the micro- and macro-environmental factors that influence an organization when entering or operating in a foreign market by applying the appropriate tools and models.

Competencies from the Framework Competencies IBMS  
WT3-2, TWM15 -2, TWM17 -1

### Content

The course builds upon Marketing knowledge acquired in the first semester. It offers students a solid foundation for conducting Marketing in a foreign environment. By means of case study analysis students systematically analyze practical issues and challenges and work out possible solutions. Students utilize appropriate tools and models that are dealt with/ introduced in the course of this module.

### Included in programme(s)

International Business 3 Year

### School(s)

International Business School