

## Course: Project Market Entry

credits: 5

**Course code** LBVB19MES1C  
**Name** Project Market Entry  
**Study year** 2022-2023  
**ECTS credits** 5  
**Language** English  
**Coordinator** M. Soltanifar

**Modes of delivery** Assignment  
**Assessments** Project - Assignment

### Learning outcomes

Students are able to

- work in a structured way, developing creative and innovative solutions and considering the full range of digital marketing possibilities.
- take the role of student consultant, collaborating with real company stakeholders.
- work evidence-based using adequate research methods.
- demonstrate entrepreneurial mindset, by also coming up with realistic and feasible recommendations for how to enter the new market.

PLOs:

- WT1.2
- WT2.2
- WT3.2
- LW13.2
- TWM15.2
- WT16.2
- TWM17.2
- TWM24.2

### Content

Students create a market entry strategy for a real company in the scope of an IWP project. This IWP project contributes to the theme of Entrepreneurship by fostering an Entrepreneurial Mindset.

A part of the project is the integration of digital marketing techniques to promote the products or services of the company involved.

On top of designing the market entry strategy students are obliged to align with the Sustainability Development Goal Nr 12: Responsible Production and Consumption.

### Included in programme(s)

International Business 4 Year

### School(s)

International Business School

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