Course: International Marketing Management — credits: 5

Course code	LBVB26IMM1A
Name	International Marketing Management
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	E.A. Lewis
Modes of delivery	Education
Assessments	Written exam - Computer, organised by STAD examinations

Learning outcomes

PLO1: International Business Opportunities
Learning Line: Marketing
To identify and capture international marketing opportunities (PLO1), students develop advanced knowledge of international marketing strategy and global market dynamics. The course deepens students' understanding of how macro-economic developments, international trade structures, and digital trends shape strategic marketing decisions.

- CLO1: Students understand the theoretical foundations of international marketing in foreign market development.

PLO4: Self-Management
In this course, students critically analyze international legal frameworks and the rules-based world order, exploring the political and legal complexities of cross-border business, and engage in structured debate and discussion to develop professional judgement, reasoning skills, and a nuanced understanding of international business law.
Learning Line: Global mindset and professional development

- CLO1: Students understand relevant legal and regulatory frameworks and demonstrate awareness of compliance requirements and institutional constraints affecting business decisions.

Content

This course examines international marketing strategy and international law within the context of global business. Students analyze international market segmentation, targeting and positioning, market entry strategies, and marketing mix decisions, alongside the legal frameworks governing cross-border trade, including private international law and the rules-based international order. The course strengthens a global mindset by exploring how strategic marketing decisions operate within diverse legal and political contexts. Sustainability is addressed through critical evaluation of responsible market participation and legal governance, aligning particularly with SDG 8 (Decent Work and Economic Growth) and SDG 16 (Peace, Justice and Strong Institutions).

Included in programme(s)

IBS Exchange programme International Business - Fundamentals
International Business 4 Year

School(s)

Business & Law

share your talent. move the world.

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.