Hanze

Course: Market Entry Strategy — credits: 5

Course code	LBVB26MES1C
Name	Market Entry Strategy
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	E.A. Lewis
Modes of delivery	Assignment
Assessments	Other assessment - Other assessment

Learning outcomes

PLO1: International Business Opportunities
The IB professional defines international business opportunities and recommends possible strategies for the organisation to create sustainable value for stakeholders.
To identify and capture international marketing opportunities (PLO1), students focus on the practical application of market intelligence and strategic planning for a real-world organization. This course bridges the gap between theoretical analysis and actionable growth strategies, teaching students how to evaluate a company's readiness for global expansion and formulate a data-driven path for foreign market entry.

Learning Line: Marketing

- CLO 1: Apply marketing theories to evaluate business opportunities, analysing market fit, entry modes, and segmentation–targeting decisions.

Learning line: Research & Data Analytics

- CLO 2: Develop and justify a data-informed market entry plan that aligns company capabilities with target market dynamics and customer needs.

Learning Line: Entrepreneurship

- CLO 3: Demonstrate an entrepreneurial mindset by generating innovative, feasible, and value-creating recommendations for international expansion.

PLO2: Business Transformation
Learning line: Research & Data Analytics

- CLO 1: Demonstrate professional consulting competencies through stakeholder collaboration and data-driven decision-making.

PLO4: Self-Management
In this course, students analyse the legal context of an international market entry strategy for a real company, identifying potential risks and obligations, and develop a reasoned approach.

Learning line: Global mindset and professional development
CLO1: Students can apply international legal knowledge to address the legal risks and obligations involved in a real-world market entry scenario, demonstrating professional judgement and decision-making in complex business environments.

Content

This course teaches students how to conduct international market research for a real-world organization. Effective collaboration and communication between students and organizations is expected. Students analyse the strategic fit between an organization’s products and the international environment to justify their choice of market entry mode, positioning, and marketing mix. This planning process incorporates a deep understanding of underlying political and legal factors, specific regulatory requirements, and the management of legal liability.
Students consider the sustainable and ethical considerations of international expansion, which is linked to SDG 12: Responsible Consumption and Production.

Included in programme(s)

IBS Exchange programme International Business - Fundamentals
International Business 4 Year

School(s)

Business & Law

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