Hanze

Course: International Marketing Strategy — credits: 5

Course code	LBVP26IMS1C
Name	International Marketing Strategy
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	E.A. Lewis
Modes of delivery	Education
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.
- CLO 2: Develop and justify a data-informed market entry plan that aligns company capabilities with target market dynamics and customer needs.
- CLO 3: Generate innovative, feasible, and value-creating recommendations for international expansion.

PLO2: Business Transformation
Learning Line: Economics, Finance & Accounting
CLO1: Students will be able to apply financial analysis and decision-making techniques to evaluate business opportunities, and assess the financial feasibility of business initiatives.
PLO3: Relationship Management
In this course, students further develop their ability to independently produce a structured and professionally written business report, communicating well-justified strategic insights in a clear, coherent, and audience-appropriate manner, while applying appropriate academic and professional conventions.
Learning Line: Global Mindset & Professional Development

- CLO1: Students produce a structured and professional market entry report that communicates strategic recommendations in a clear and responsible manner to relevant stakeholders, integrating the conducted analysis.

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. The project integrates international marketing, finance, and law to create a comprehensive, actionable, and data-driven marketing plan.
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)

International Business 3 Year

School(s)

Business & Law

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