

Minor

Qualification awarded

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Length of the programme

6 months

ECTS credits

30

Level of qualification

Bachelor

Mode

Full-time

Language

English

School

International Business School

Locations

Groningen

Minor International Marketing

Profile of the programme

This student has completed the Minor International Marketing.

The Minor International Marketing is for students who see their future career in the field of international marketing and marketing-related subjects. The Minor consists of courses/subjects which cover the content of the marketing activities of producers and service providers to customers either in business to business or in business to end-consumers. The combination of theory and practice in one semester enables students to meet the criteria of the business field as well as using their experience as a reference when applying for a marketing job in huge companies or in SMEs.

Learning outcomes

LO missing

Programme

Minor International Marketing

credits

Minor International Marketing	30
▫ IBVB14MST1A - International Marketing Strategy 1 Written Exam	3
▫ IBVB14MST1C - International Marketing Strategy 1 Assignment	2
▫ IBVB14IPM1A - International Product Management 1 Written Exam	3
▫ IBVB14IPM1C - International Product Management 1 Assignment	2
▫ LBVB19BRD1A - Brand Management 1 Written Exam	3
▫ IBVB17BRD1C - Brand Management 1 Assignment 1	2
▫ LBVB19IMC1A - Integrated Marketing Communication 1 Written Exam	3
▫ LBVB19IMC1C - Integrated Marketing Communication 1 Assignment	2
▫ IBVB17ISM1A - International Sales Management 1 Written Exam	3
▫ IBVB17ISM1C - International Sales Management 2 Assignment	2
▫ IBVB14ONM1C - Online Marketing	5