

Vak: International Marketing written exam

credits: 3

Vakcode IBVP16IMK1A
Naam International Marketing written exam
Studiejaar 2022-2023
ECTS credits 3
Taal Engels
Coördinator J. Wang

Werkvormen Werkcollege
Toetsen International Marketing - Computer, organisatie ToetsCentrum

Leeruitkomsten

Students are able to:

- Explain critical importance of the Marketing Department in an organization and the links to other departments within the organization (General Management, Finance, Production, R&D, Purchasing and Logistics).
- Apply concepts of the marketing process by using the appropriate tools and models in international case studies in a contemporary B2C and B2B context.
- Analyze and critically evaluate international management issues with regard to the marketing process in a contemporary context from both B2C and B2B perspective.
- Recommend appropriate solutions to Marketing-related challenges in a pre-defined, international setting by making use of the appropriate tools and models.
- Analyze and explain the micro- and macro-environmental factors that influence an organization when entering or operating in a foreign market by applying the appropriate tools and models.

Competencies from the Framework Competencies IBMS
WT3-2, TWM15 -2, TWM17 -1

Inhoud

The course builds upon Marketing knowledge acquired in the first semester. It offers students a solid foundation for conducting Marketing in a foreign environment. By means of case study analysis students systematically analyze practical issues and challenges and work out possible solutions. Students utilize appropriate tools and models that are dealt with/ introduced in the course of this module.

Opgenomen in opleiding(en)

International Business 3 Year

School(s)

International Business School

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