

## Vak: Core Areas of International Business 8

credits: 5

|                     |                                        |                   |                                                                                |
|---------------------|----------------------------------------|-------------------|--------------------------------------------------------------------------------|
| <b>Vakcode</b>      | LBVB22CAB8A                            | <b>Werkvormen</b> | Onderwijs                                                                      |
| <b>Naam</b>         | Core Areas of International Business 8 | <b>Toetsen</b>    | Core Areas of International Business 8 -<br>Computer, organisatie ToetsCentrum |
| <b>Studiejaar</b>   | 2022-2023                              |                   |                                                                                |
| <b>ECTS credits</b> | 5                                      |                   |                                                                                |
| <b>Taal</b>         | Engels                                 |                   |                                                                                |
| <b>Coördinator</b>  | S. Orgiu                               |                   |                                                                                |

### Leeruitkomsten

- Students can apply the advanced knowledge related to international marketing strategy, including macro-economic factors influencing international trade, and digital marketing.
- Students can apply Integrated Marketing Communication tools (such as advertising, sales promotion, personal selling, public relations (PR) and direct and digital marketing) and being able to properly integrate them (include or exclude) in the digital marketing activities of a company.
- Students can design a digital marketing strategy/plan for a company. For that, students can identify and apply (selected) available digital marketing tools/models and position them among the traditional marketing tools.
- Students apply the New Marketing Normal and the Digital Involvement Cycle of Customer Experience at both pre-commitment and post-commitment behavior.
- Students can apply E-Marketing Planning Process, based on the (selected) online analytics tools and marketing dashboards (e.g., Google Analytics 360, WebTrends, Adobe Analytics, Etracker Web Analytics, and Piwik PRO) and social media analytics (Facebook, Instagram, Twitter).
- Students can discuss Big Data & Cyber security issues, including policies on data sharing and data protection (role in society, the psychology of privacy, and the economics of privacy) and understand how marketing technology is contributing to users' growing privacy and trust concerns while offering solutions on how marketers can shift to user-first trust and consent-based brand marketing.

### LOs

- WT3.2
- TWM15.2
- TWM16.2
- TWM 17.2

### Inhoud

This course builds on Marketing Basics that were acquired before and offers an in-depth and comprehensive perspective on International Marketing.

This course contributes to Entrepreneurial Mindset strategic theme.

### Opgenomen in opleiding(en)

International Business 4 Year

### School(s)

International Business School

share your talent. move the world.