

Vak: Core Areas of International Business 3

credits: 5

Vakcode	LBVP22CAB3A	Werkvormen	Onderwijs
Naam	Core Areas of International Business 3	Toetsen	Core Areas of International Business 3 - Computer, organisatie ToetsCentrum
Studiejaar	2022-2023		
ECTS credits	5		
Taal	Engels		
Coördinator	S. Orgiu		

Leeruitkomsten

Fundamentals of Marketing, writing a marketing plan and conducting market research.

Marketing:

1. Basic understanding of marketing concepts, product, price, promotion, and place.
2. Basic understanding of concepts related to international marketing strategy.
3. Basic understanding of digital marketing tools.

Business Research:

1. Basic understanding of business research process.
2. Critical reflect on marketing research publications and construct conceptual model.
3. Understand qualitative and quantitative research.
4. Design and evaluate the questionnaire survey to collect primary marketing data.
5. Measure the reliability of the questionnaire survey.
6. Conduct and report the descriptive analysis on the primary marketing data.

PLOs:

- TWM15.1
- TWM16.1
- TWM17.1
- TWM24.1

Inhoud

The course provides students with an opportunity to understand and apply marketing and research for the benefit of designing an international marketing strategy. The students will be equipped with the fundamentals of marketing (issues related to product, price, promotion, and place and get the chance to learn about digital marketing tools). On top of marketing knowledge, students will learn about the business research process and construct their own conceptual model. As a part of applying research, students will design their own questionnaire and conduct and report the descriptive analysis on the primary marketing data.

Opgenomen in opleiding(en)

International Business 4 Year

School(s)

International Business School

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