Vak: Theory Application in Practice 2 — credits: 5

Vakcode	LBVP23TAP2C
Naam	Theory Application in Practice 2
Studiejaar	2025-2026
ECTS credits	5
Taal	Engels
Coördinator	D.A. Naydenova
Werkvormen	Opdracht
Toetsen	assignment - Opdracht

Leeruitkomsten

The student is able to:

Marketing:
- Analyze and explain the macro- and micro-environmental factors that influence an organization when entering or operating in a foreign market by applying the appropriate tools and models
- Analyze the e-marketing environment and outline a digital marketing strategy for entering a new market
- Define primary data needs for determining the characteristics and preferences of the target market related to the 4Ps;
- Present the PESTEL and Porter's 5 forces analysis and the digital marketing strategy for a foreign market

Research:
- Design a questionnaire to gather primary data related to the needs, wants and preferences of potential customers for a specified product in order to design effective marketing strategies;
- Measure the reliability of the self-designed questionnaire;
- Present the research instrument (questionnaire), discuss validity and reliability;
- Collect primary data;

Law:
- Analyse patterns in global legal factors and policies that drive international trade and business development;

PLOs

WT1.2, WT2.2, WT3.1, WW4.2, LW11.1, TWM 15.2, TWM 16.2, TWM 17.2, TWM24.1

Inhoud

In an international project team, the students will perform foreign market macro and micro analysis to evaluate the market attractiveness for a specified product. Further, the team will focus on the e-marketing environment and outline the parameters of a suitable digital marketing strategy for entering the foreign market. As part of the research component of the project, the team will also design a marketing questionnaire and after approval of the questionnaire will gather primary data about the needs, wants and preferences of the selected target group for the specified product in the foreign market.

Opgenomen in opleiding(en)

International Business 3 Year

School(s)

International Business School

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