Vak: International Marketing Management — credits: 5

Vakcode	LBVB26IMM1A
Naam	International Marketing Management
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	E.A. Lewis
Werkvormen	Onderwijs
Toetsen	Written exam - Computer, organisatie ToetsCentrum

Leeruitkomsten

PLO1: International Business Opportunities
Learning Line: Marketing
To identify and capture international marketing opportunities (PLO1), students develop advanced knowledge of international marketing strategy and global market dynamics. The course deepens students' understanding of how macro-economic developments, international trade structures, and digital trends shape strategic marketing decisions.

- CLO1: Students understand the theoretical foundations of international marketing in foreign market development.

PLO4: Self-Management
In this course, students critically analyze international legal frameworks and the rules-based world order, exploring the political and legal complexities of cross-border business, and engage in structured debate and discussion to develop professional judgement, reasoning skills, and a nuanced understanding of international business law.
Learning Line: Global mindset and professional development

- CLO1: Students understand relevant legal and regulatory frameworks and demonstrate awareness of compliance requirements and institutional constraints affecting business decisions.

Inhoud

This course examines international marketing strategy and international law within the context of global business. Students analyze international market segmentation, targeting and positioning, market entry strategies, and marketing mix decisions, alongside the legal frameworks governing cross-border trade, including private international law and the rules-based international order. The course strengthens a global mindset by exploring how strategic marketing decisions operate within diverse legal and political contexts. Sustainability is addressed through critical evaluation of responsible market participation and legal governance, aligning particularly with SDG 8 (Decent Work and Economic Growth) and SDG 16 (Peace, Justice and Strong Institutions).

Opgenomen in opleiding(en)

IBS Exchange programme International Business - Fundamentals
International Business 4 Year

School(s)

Business & Recht

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