Vak: International Marketing Management — credits: 5

Vakcode	UTVM25IMA1C
Naam	International Marketing Management
Studiejaar	2026-2027
ECTS credits	5
Taal	Engels
Coördinator	M. Soltanifar
Werkvormen	Werkcollege
Toetsen	Assignment - Overige toetsing

Leeruitkomsten

The course learning outcomes are:

IMA1: Analyze and apply advanced knowledge of marketing-related problems and critically evaluate current challenges, trends and new insights which are at the forefront of international business and management research and practice.
[Refers to PLO1]

IMA2: Apply knowledge and skills related to marketing environment, and its core aspects linked to product, price, place and promotion decisions (accordingly, linked to the value creation, vale capture, value delivery and value communication), together with a practical understanding of how established techniques of market research are used to gather and interpret data about international business and management.
[Refers to PLO2]
IMA3: Select and critically evaluate international business-related research publications of relevance to international marketing within internationally operating business and on the basis of historical and cultural insights.
[Refers to PLO3]

IMA4: Reflects on social and ethical responsibilities within operating in multidisciplinary and multicultural business and operates effectively, professionally and ethically in these organisations.
[Refers to PLO6]

Inhoud

Strategic Focus Area: Entrepreneurship

This course provides an advanced approach to the fundamentals of International Marketing Management and is based on a combination of lectures and discussions, business cases, videos, outside speakers, and country snapshots. Students will learn the scope and challenge of international marketing; the dynamic environment of international trade; the influence of the culture once doing business at the international level; political, legal, and business systems of international markets; the global market opportunities; and the ways to develop international marketing strategies.

The course covers the following topics:
- Introduction to innovative marketing in modern organisations.
- Marketing environment and market analysis.
- Market Research.
- Buyer Behaviour (both on a consumer and organisational level).
- Segmentation, Targeting and Positioning.
- Product (value creation).
- Price (value capture).
- Place (value delivery).
- Promotion (value communication).
- Final Project Review Session.

The module contributes to the Sustainable Development Goals as set by the UN, and in particular to the SDG12 (Responsible Production and Consumption) and engages the participants to get involved in Hanze activities on SDG’s.

Opgenomen in opleiding(en)

International Business and Management

School(s)

Business & Recht

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