

MINOR INTERNATIONAL MARKETING

If you have specific questions about the content of this programme, you should contact the responsible minor coordinator: Mrs. Louisa van Dijk l.t.c.van.dijk@hva.nl

Minor International Marketing		
Catalogue Code	Course Name	30 ECTS
6500CSB_16	Consumer Branding	5 ECTS
6500DME_18	Digital Marketing Essentials	5 ECTS
6500GMC_18	Global Marketing Communications*	5 ECTS
6500MRM_16	Market Research Management	5 ECTS
6500SMM_16	Strategic Market Management	5 ECTS
6500SVM_16	Services Marketing	5 ECTS

To view the course description of each course go to the online [folding text](#) of International Marketing.

Brief Description

This one semester minor is for students who have completed their second year in business administration, economics or communications and have acquired and mastered the foundations of marketing and cross cultural issues. This minor takes you on a journey in which you challenge yourself, and will be challenged, to look further in areas of (international) marketing theory, research, and practice using professional publications, academic articles and case studies. It is aimed at students whose ambition is to further specialize in the field of international marketing and gain in-depth knowledge of marketing and its role as a key driver for developing market sensing capabilities, customer linking capabilities and accountability.

Admission Requirements

Students should have achieved a minimum of 5 ects in basic marketing related courses prior to this minor. It is advisable to have passed a course on cross cultural issues or related course. Command of the English language is at least at CEF level B2.

Learning Goals

You can:

Examine marketing's role both from an internal as well as external perspective (fit) and develop market-based knowledge to design effective market strategies.

Critically analyse the key factors influencing value creation in service delivery and develop appropriate services marketing strategies.

Analyse and apply recent consumer behavior theory and theoretical models of consumer behaviour to solve consumer behavior or positioning problems in an applied context.

Design a comprehensive (global) campaign, determine how cultural differences and sensitivity affect your decision to standardise or adapt a campaign. Critically evaluate ethical and corporate social responsibility issues regarding communicating a brand.

Weigh the advantages and disadvantages of SEO, SEA, video /viral marketing, social media, e/social CRM, digital brand engagement and create a digital marketing strategy.

Execute a research process, data collection and discuss the relevant findings in an international context.

Study Programme Department

AMSIB/ IBMS