

# International Marketing 5 ECTS

04IBU013 INTERNATIONAL MARKETING 5 ECTS

## Learning Objectives

The Student

- develops understanding about what kind of steps are involved in the international marketing decision making process
- acquires an overview on the contemporary international marketing environment
- develops strategic thinking, and skills to analyze international global markets and market opportunities
- further develops understanding about the competitive tools of customer oriented marketing, and how to apply the customer oriented marketing tools towards international target market(s)
- gains perspective to the challenges of managing international / global marketing operations

## Contents

International marketing environment, international marketing entry opportunities, international marketing strategies, international marketing planning, international marketing programme and tools

## Assessment and evaluation

Active participation to the contact lectures, class exercises, small case studies, course work, exam

Evaluation: 1-5

## Materials

Materials provided by the lecturer