



SPRING SEMESTER:

International Marketing Management

Would you like to learn how to create a successful strategic marketing advice?

The program International Marketing Management is aimed at developing your skills in analysing and solving a real marketing problem.

You will learn how to conduct market research and based upon this research you will learn how to formulate a strategic but also practical marketing advice for the company. You will write a strategic marketing plan in which you apply the theory of strategic marketing, research skills and intercultural competence skills. All this will be done in international project groups, with students coming from all over the world.

What you will learn

In the first part of the semester you will focus on analysing the external and internal environment of the company. Theory classes in marketing analysis but also finance and change management will help you understand the relevant theory necessary for these analysis. In the second part of the semester you use the insights learned from your analysis to formulate a marketing advice. This will be supported by theory classes on marketing decisions, branding and online marketing at a strategic level.



Spring semester

Part 1 (13 credits)	Part 12 (12 credits)
Marketing Analysis (5 credits) • <i>Marketing Analysis, Finance & CSR - Assignment</i>	Strategic Marketing (5 credits) • <i>Theory</i> • <i>Paper</i>
Integrated Project Assignment (5 credits)	Integrated Project Assignment (5 credits)
Professional Skills (3 credits) • <i>Research Tooling</i> • <i>Professional Identity</i> <i>Exchange Students</i>	Professional Skills (2 credits) • <i>Business Communication</i> <i>English</i> • <i>Intercultural Competences - Assignment</i>

Mandatory Electives in part 1 and 2 (5 or 6 credits)

Change Management (5 credits) - part 2

Innovation Lab (5 Credits)

For questions you can contact:

Ms. Babette Wilde-De Vreede
senior lecturer

-or-

Ms. Lydia Altenburg
international coordinator

sbmfinternationaloffice@
org.hanze.nl

T +31 (0)50 595 4056

For more information visit
hanze.nl/exchange

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