

<b>Graduation/Exchange minor International Marketing</b>			
<b>Period 1 or 3</b>		<b>Period 2 or 4</b>	
Code Educational Unit	EC	Code Educational Unit	EC
MST1 International Marketing Strategy 1	5	IMC1 Integrated Marketing Communication 1	5
IPM1 International Product Management 1	5	ISM1 International Sales Management 1	5
BRD1 Brand Management 1	5	ONM1 Online Marketing 1	5
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

### **International Marketing Strategy 1**

5 EC

Content:

The course will deal with the following topics:

Marketing in the board room, standardization versus adaptation, marketing internationally to various markets (developing, emerging, BoP, advanced), and competitive advantage, SMTs versus multinationals and innovation.

### **International Product Management 1**

5EC

Content:

Weekly Schedule, Chapters to study available on IPM Blackboard site.

### **Brand Management 1**

5EC

Content:

Brand management, the theoretical and practical approach.  
Marketing research, the theoretical and practical approach.

### **Integrated Marketing Communication 1**

5 EC

Chapter 1 Advertising

Chapter 2 Brand Communication

Chapter 3 Brand Communication and Society

Chapter 4 How Brand Communication Works

Chapter 5 Segmenting and Targeting the Audience

Chapter 6 Strategic Research

Chapter 7 Strategic Planning

Chapter 8 The Creative Side  
Chapter 9 Promotional Writing  
Chapter 10 Visual Communication  
Chapter 11 Media Basics  
Chapter 12 Paid Media  
Chapter 13 Owned, Interactive, and Earned Media  
Chapter 14 Media Planning and Negotiation

The theoretical & practical knowledge will be applied in a group project where students will act as an advertising agency participating in a New Business pitch.  
The critical reflection about advertising will be developed by means of a weekly individual assignment.

### **International Sales Management 1**

5 EC

Content:

The course is a general introduction to selling and sales management underlining the importance of being part of company's marketing. The course will teach the essentials of sales, management and how these subjects are interconnected in organization's marketing mix.

### **Online Marketing 1**

5 EC

Online marketing is an exciting area of marketing practice. This module will cover the key online marketing tools such as display advertising, search engine optimisation- and marketing, search ads, e-mail marketing, social media, and mobile marketing among others. The goal of the online marketing project for a real company is to get students to think and decide like an online marketing professional, and to gain experience with industry-relevant hands-on assignment.