



# Exchange programme Vrije Universiteit

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2022-2023

## Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

# Global Marketing Innovation

Course Code	E_IBA2_GMI
Credits	6.00
Period	P5
Course Level	200
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	dr. K. Gorissen
Examiner	dr. K. Gorissen
Teaching Staff	dr. K. Gorissen
Teaching method(s)	Study Group, Lecture, Instruction course

## Course Objective

### ACADEMIC AND RESEARCH SKILLS – STUDENTS CAN CONDUCT A BASIC INTERNATIONAL RESEARCH PROJECT FROM START TO FINISH

After successfully completing this course, the student can

- analyse and demonstrate an understanding of problems from different perspectives (Analysis)

### BRIDGING THEORY AND PRACTICE

Students can demonstrate theoretical and empirical knowledge concerning the relevant areas in international business administration

After successfully completing this course, the student can:

- explain, contrast, and compare advanced theories, models and concepts of marketing, and examples of best conduct, in a global context

Students can propose a solution to an international real-life business problem by applying relevant theories and methodologies.

After successfully completing this course, the student can:

- provide practical solutions to a real-life business case by applying theory from global marketing

### BROADENING YOUR HORIZON - STUDENTS ARE ABLE TO REFLECT ON THE ETHICAL AND SOCIAL IMPLICATIONS OF PROFESSIONAL AND GOVERNMENTAL DECISIONS

After successfully completing this course, the student can:

- describe the international, and (cross-)cultural context regarding the marketing discipline

### SELF-AWARENESS – STUDENTS CAN EVALUATE OWN LEARNING, KNOWLEDGE AND ACTIONS

After successfully completing this course, the student can:

- explain his/her own assumptions about working in a global, diverse market place

## Course Content

The course is one of the essential pieces of the semester on the international context of the IBA program and introduces you to global context in the field of marketing (innovation) during Period 5.

Today's marketer operates in an international environment and hence needs to have the capability to understand different cultures and the specific needs from consumers all over the world. These capabilities and knowledge are particularly important for companies who want to 'go global', as they will need to balance between standardising the marketing mix (to gain economies of scale) and adapting their approach according to country or regional differences (to satisfy customer needs).

One of the most important factors and success factors in staying competitive in a global marketplace, is differentiation through innovation. Based on thorough knowledge of consumers' changing consumption patterns and preferences, companies can develop new products, strategies, or marketing, to remain relevant. To illustrate, climate change is gaining a lot of media attention nowadays, increasing the awareness and need for sustainable products/consumption. The growth of a strong 'green movement' generated a new market and technological innovations in recycling, renewable energy, and production of environmentally sustainable products.

In essence, the course is designed to help you gain insights about the consumer and competitive global landscape and thereby become the next era's marketer. You will investigate the factors that make global companies create successful business models. As we contemplate on the market driving practices in the global market, we will set the stage for deeper insights for the fundamental issues that shape the marketing strategy today.

### Additional Information Teaching Methods

Lectures  
Tutorials

### Method of Assessment

Written exam - Individual assessment  
Assignment(s) - Group assessment  
Participation

### Literature

Articles, which will be announced in the course manual

### Recommended background knowledge

Cross-Cultural Marketing IBA I