

BA(HONS) GLOBAL MARKETING

SEMESTER 1

347 International Business Strategy

Discover a company's internal and external opportunities and threats in order to adapt strategy and improve performance in a constantly changing environment. Learn about the different entry modes in foreign markets.

351 International Marketing

Understand the key challenges faced by marketing managers in international business. Explore the significance of marketing decisions and activities in the value chain and discover to what extent efficient communication is key to business success.

356 Business Research Skills

Discover the techniques, tools and considerations needed to conduct an academic or client-based business research project. Design your research proposal for second semester (352/354).

357 Developing Business Skills

A chance to reflect on who you are as a learner and as a worker. What are your strengths and weaknesses? Your academic and professional goals? This module will help to define your future.

SEMESTER 2

349 Marketing Communications

Master how to successfully develop a fully integrated marketing communication plan (MarCom) to reach your selected target market using the right media at the right time.

350 Advanced Marketing Strategy

Understand audit and analysis procedures that result in the formulation of corporate objectives and strategies. Hone your skills to design, implement and administer a global marketing strategy, taking into account differences in cultural and business practices.

352 Dissertation

Refine and develop the academic research design begun in first semester (356), then conduct primary data collection to answer your research question and bring new knowledge to your chosen industry. Open to all students.

354 Internship

Refine and develop the client-based research design begun in first semester (356), then conduct primary data collection to answer your research question and bring new knowledge to your company. Open to alternance students only.

either
...
or

KEY FIGURES



7 modules
over
2 semesters



5 teachers



3 online
learning
platforms



7 written
courseworks



4 oral
presentations