**Course description**

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| **Course code:** |  xxxx |
| **Course name:** |  International marketing |
| **Extent of studies:** |  5 ECTS |
| **Recommended Progression of Studies:** |  Year 3   |
|   |   |
| **Prerequisites:** | Basics of Marketing 5 ects, Advanced Marketing 5 ects |
| **Course-specific Competences (matrix)**: | Students-can implement and analyze marketing planning for international markets-know marketing communication in international markets-understand cultural differences in international marketing |
| **Language of instruction**: | English |
| **Courses included in the Study Module:** | Internationalization |

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| **Administering Degree Programme:** | Degree Programme in Business Administration, Vaasa |

**Course-specific competences**

Course code:

Course name: International Marketing

**Competences** **Criteria for Assessment**

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|  | 1 | 3 | 5 |
| Implement and analyze marketing planning for international markets | Have a general picture of the market planning process | Can conduct market planning for international markets | Can implement and analyze market planning for international markets |
| Marketing communication in international markets | Have a basic understanding of marketing communication in international markets | Have a good understanding of marketing communication in international markets  | Have an in-depth understanding of marketing communication in international markets |
| Understand cultural differences in international marketing | Have a comprehensive picture of how cultural differences affect international marketing | Have a good understanding of cultural differences in international marketing | Have an in-depth understanding of cultural differences in international marketing |