

# Courses

## Key account management 2 ECTS

this module will help students to develop skills that enable to anticipate, plan and manage projects consistent with the client's strategy This will be combined with working with data (through google analytics and excel) to gain new insights.

## Personal leadership 2 ECTS

Your personal development is key to this course. What are your dreams concerning your future career? What convictions are stopping you to get there and what will help you? You will work in a group and discover your role in a group, your talents and a book on personal development that suits your needs which you will present to your fellow students.

## Business English 4 ECTS

The Business English course focuses on the future attainment of a Cambridge Certificate of Business English at C1 level (Bec Higher).

## German / French / Spanish (optional) 4 ECTS

We offer year 3 courses in both Business German and Business French at B1 level (productive) and B2level (receptive). Business Spanish is taught at A2 (productive) and B1 (receptive) You are taught by native speakers of the language.

## Learning Outcomes

The main aims of this programme include the following:

- The students learn how to analyse international organisations in order to determine optimum export policies for such organisations.
- That students learn which strategic decisions are made by international companies and the financial consequences thereof.
- That students formulate export policy plans and strategic marketing plans for multinational organisations that wish to expand their international business.
- That students learn how to successfully manage and market innovations in international organisations international organisations.



## Fontys School of Economics

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# MINOR INTERNATIONAL MARKETING AND EXPORT

INTERNATIONAL MARKETING AND MANAGEMENT

2019 - 2020

THINK  
BIGGER



SCHOOL OF  
ECONOMICS  
TILBURG



## Minor International Marketing and Export

Companies can no longer limit their radius to their home market or even traditional markets. In-depth knowledge about globalisation and internationalisation strategies have become indispensable tools for successful managers. The minor "International Marketing & Export" at the Fontys School of Economics in Tilburg provides students with the necessary skills in the fields of international management & marketing and prepares students for careers in export management and international marketing.

Students will work in groups on international projects for multinational companies. In the past years, these companies included Samsung, Segway and DAF trucks. The students will analyse the relevant companies and their target markets in order to determine optimum export policy plans and marketing strategies. They will then present their findings to the international managers at the relevant companies.

Students will work on challenging international projects for real life companies such as Samsung, Segway and DAF Trucks



# Courses

## **Strategic Marketing Assessment 12 ECTS**

During this module you work for an existing company on a current international marketing problem they have. You learn how to set up structural international market research in order to be able to set up a strategic marketing plan. You will define which information is necessary, which tools you will need specifically for this company and this problem, and will look at the challenges from a helicopter view. Financial analysis and investment selection, and a 2-day innovation session will all help you to perform a good analysis and set up a funded strategic marketing plan including the creation of a unique brand experience. You will work closely with your peers and will have a lot of independence with your group to come up with your own creative concepts.

## **Financial Analysis 2ECTS**

You will learn about stocks and shares, work with balance sheets and business cases. In addition you will learn the basics of risk management.

## **Circular Economy 2 ECTS**

The linear economy is becoming a thing of the past. We need to change the way in which we produce and consume. You will learn new ways of looking at the economy and will apply new models to the business canvas.

## **Business Intelligence 2ECTS**

A hands-on course with the Google Analytics demo account. It is a fully functional Google Analytics account that any Google user can access. It's a great way to look at real business data and experiment with Google Analytics features.

## **Innovation 2 ECTS**

Innovation is big fun for the rebel inside yourself! During this course you'll learn how you can be disruptive. It's all about empathy, brainstorming & prototyping! We'll teach you this during our home made, award winning Fehutex Creativity Game

## **Intercultural Attitude 2 ECTS**

Intercultural attitude is a module in which incoming students are put in teams with local students. In those teams cultural aspects of the host country are explored as well as those of the incoming students. In this way all students gain valuable intercultural experiences. Students are asked to tackle a charity challenge in international teams in order to learn to work together effectively in a competitive environment in a competitive environment.



## **Minor International Marketing and Export**

### **Courses**

Strategic Marketing Assessment  
Circular Economy  
Intercultural Attitude  
Business English C1 level  
German / French / Spanish (optional)  
Innovation  
Financial Analysis  
Business Intelligence  
Key account management  
Personal Leadership



Tilburg has a great student life. Your buddies will make you experience The Dutch way of life.