

International Marketing

Subject area: Business/management

University: TalTech
Level: BA3, BA4
Teaching mode: hybrid: some students participate online, other students attend real-life
Instructor(s): Kristel Kaljund and Rein Riisalu

Short description

Aim of the course is learning international marketing specifics in a multicultural classroom. Focus lays on intercultural communication and teamwork while solving international marketing and management cases. The lectures introduce the principles of intercultural communication. In the seminars, the participants are divided into multicultural teams and they run a global company in a simulation platform Global Challenge. Additionally, home reading and Harvard Case Method is used.

Full description

Learning outcomes

orientate in international marketing terms; know the principles of intercultural communication; know how to work in intercultural teams based on personal hands-on experience; understand strategical and tactical aspects of running international businesses based on simulations (at least to some extent); understand the Harvard Case Method

General information

Contact hours per week: Lectures in two blocks; seminars weekly 90 min each
Total workload: 156 (in student hours for the whole course)
ECTS credits: 6
Language: English

Course start date: 04 September 2022
Course end date: 23 December 2022

Add. info about start date:

Weekly teaching day/time:

Time zone: CET +1 (Estonia, Israel)

Further information:

Prerequisites: Basic Marketing, Strategic Marketing, Basic Management and Leadership

Activities and methods: Lectures, Seminars, Group work, Self-study, Practices, Exercises, simulation, Harvard Case Method

Presence on campus:

Final examination

Form: written

Date:

Location/format: online

Re-sit possibility: yes

Transcript available: end of semester

Add. info/requirements:

Registration

To register for this course, follow the registration requirements of your **home university** as specified here: www.euroteq.eu/courses-registration.

Administration

Number of places: 20 max

Minimum participants:

Internal course code: TMM2160

Contact: kristel.kaljund@taltech.ee; rein.riisalu@taltech.ee

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