CBS
COPENHAGEN
BUSINESS SCHOOL
HANDELSHØJSKOLEN

Minor in International Marketing and Management

Description

The Minor concept

A minor gives you the opportunity of having a second specialization in your degree. The minor is a bundle of three to four electives that can be chosen separately but if chosen together rewards a minor.

Purpose

International marketing and management are crucial components of international business, as organizations today face the challenge of expanding their reach and competitiveness in the global marketplace. Managers must make a range of decisions related to internationalization that can impact the success of their organizations, including:

- The decision whether to internationalize or not.
- The decision which markets to enter and what market entry strategy to apply.
- The decisions about the extent of adaptation or standardization of the global marketing program.
- The decision related to implementation of selling activities and coordination of the global marketing program.

The purpose of the International Marketing and Management minor program is to provide students with a strong foundation in the principles and practices of international marketing and management. Through a combination of theoretical and practical learning experiences, the program aims to develop students' ability to analyze and evaluate the impact of strategic choices and be able to navigate the challenges of strategic management and marketing in an international context. The program also seeks to foster students' cultural awareness and understanding of the complexities and nuances of doing business in different countries and regions. Upon completing this minor program, students will be adept at conducting quantitative market research, and developing and implementing effective international marketing strategies and sales plans. This combination of skills positions graduates for a wide range of international business opportunities and prepares for careers in multinational corporations, international trade organizations, and other organizations that operate in the global marketplace.

Structure

The below table lists the structure and the ECTS credits of the individual courses. The course descriptions are available in the online course catalogue. Direct links are inserted in the below table.

Course	ECTS
Strategy Analysis	7.5
Journey Through the World of International Marketing and Management Research	7.5
International Marketing and Sales	7.5

Content

This program combines three essential courses that cover a distinct, yet complementary, aspect of the field. The first course "Strategy Analysis," provides students with an understanding of strategic considerations when entering international markets and how to navigate global competition. The second course "Journey Through the World of International Marketing and Management Research," equips students with practical research skills, particularly in terms of collecting data from consumers and managers in an international context, and the analysis of those data. The third course "International Marketing and Sales," gives students a comprehensive understanding of the principles of international marketing and sales, focusing on the role of technology and the development and implementation of strategies on a global scale. Taken together, these courses provide students with the skills and knowledge necessary to navigate the complexities of international marketing and management. Students will graduate with a comprehensive understanding of how businesses operate in global markets, how to leverage data in decision-making, and how to craft and implement effective international marketing and sales strategies.

Examinations

The minor consists of the examinations listed below. The learning objectives and the regulations of the individual examinations are prescribed in the online course catalogue. Direct links to the individual examinations are inserted in the table below.

Exam name	Exam form	Gradingscale	Internal/external exam	ECTS
Strategy Analysis	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5
Journey Through the World of International Marketing and Management Research	Home assignment - written product	7-point grading scale	Internal exam	7.5
International Marketing and Sales	Written sit-in exam on CBS' computers	7-point grading scale	Internal exam	7.5

Further information

Minor coordinator

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Study Board

The Minor in International Marketing and Management is offered by the Study Board for the Master of Science Program in Economics and Business Administration.

How to sign up

If you want to sign up for the Minor in Marketing and innovation, you have to select CCMVM2403U Minor in International Marketing and Management, when you sign up for electives.You will then subsequently be signed up for all three courses.You do not have to select all three courses individually.