

As a business marketing major, you have the unique opportunity to study familiar topics from a different perspective while studying abroad. You will be able to take the traditional business marketing courses required by your major, enriched with the cultural experience of your host country's perspective. The following is a sample of the courses available. Contact Interstudy for a complete listing and more information at 800.663.1999.

BRITAIN

Swansea University

EMB221 Marketing Management

Marketing Management emphasises the managerial aspects of marketing and introduces students to the systematic development and implementation of marketing plans and strategies in a competitive business environment. The focus is on decision-making processes related to the organisation and its markets in accordance with marketing management principles. The course is has many practical elements but also provides the conceptual tools necessary for managers to abstract, analyse, understand and predict existing and future markets and customers. Contemporary and persuasive issues such as the increased globalisation of markets, the importance of changing technologies (particularly ITC) and the impact of social and ethical considerations on marketing decision making are recognised and integrated into the course.

Other Courses Offered:

EBF102 Introduction to Management Accounting

EMB111 Marketing Principles

EBM328 Global Strategic Marketing

EBC200 Business Information Systems

University of Westminster

4MBS656 International Marketing

This module will enable you to plan, execute, monitor and adjust marketing programmes in countries other than your own. Firms start off active in a single market; they expand to become internationally active. This module examines the steps along that road. We discuss researching and selecting the target markets, selecting distribution channels, allowing for cultural differences, product and price strategies and many other items important to the exporter.

Other Courses Offered:

4MBS450 Theory and Practice of Business

4MBS657 Marketing Communications

4MBS550 Principles of Marketing

4MBS659 IT for Marketing

IRELAND

University College Dublin

MKT40030 Managing Marketing

Students taking this MSc Marketing Practice module will be exposed to thinking on how marketing operates as a function within the organisation. More particularly how marketing professionals manage their responsibilities and interactions with other functions within the organisation. The course seeks to put the theory and practice of marketing in a practical context.

Other Courses Offered:

MT30050 Marketing Research

MKT40050 Marketing and Sales Management

MKT30070 Services Marketing

MKT40080 Performance-driven Marketing

University of Limerick

EP4315 Enterprise Formation

The aim of the module is to provide participants with an understanding of the entrepreneurial process and the role of small firms in economic development. Students will also benefit from identifying the external and internal factors that impact on business start-up. Students are expected to prepare a feasibility analysis on a business idea to examine the viability of starting this business in a real-life situation.

Other Courses Offered:

MG4031 Management Principles

EP4407 Enterprise Development

CM4203 Communications

MG4035 International Management

BOTSWANA

University of Botswana

MKT201 Consumer Behaviour

Consumer behaviour is the study of when, why, how, and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Other Courses Offered:

MKT100 Principles of Marketing

MKT302 Marketing Research Methods

MKT202 Distribution Management

MKT400 Product and Brand Management

SOUTH AFRICA

Nelson Mandela Metropolitan University

BBH3202 Marketing III

The cultural environment in global markets. International marketing research. Importing and exporting. Global perspective on the marketing mix.

Other Courses Offered:

BQT11M1 Quantitative Techniques

BRL1121 Advertising and Sales Promotion

BVB3121 Sales Management

BRR3312 Marketing Research

University of KwaZulu-Natal, Howard College Campus, Durban and Pietermaritzburg Campuses

MARK303 W1 H1 P1 Marketing Research

Students examine the marketing research process and tools used by marketers to identify and manage marketing information effectively. Students learn to apply the principles of marketing research, which include the systematic design, collection, analysis and reporting of relevant information specific to various marketing situations faced by an organization. Special emphasis is made of how marketing research can help marketers to assess market potential and share; understand customer satisfaction and purchasing behaviour and measure the effectiveness of pricing, products, distribution and promotional activities.

Other Courses Offered:

MARK2MK W1 P1 P2 H1 Introduction to Marketing

MARK302 W2 H2 P2 Marketing Communications

MARK301 W1 H1 P1 Consumer Behaviour

MARK305 P2 H2 W2 Topics in Marketing