



IU International

MBA

INTERNATIONAL MARKETING

The IU Master of Business Administration (MBA) in International Marketing expands your knowledge of marketing specifically in the areas of international branding and marketing of products and services. Among other things, you will learn how to implement quality customer relationship marketing (CRM) and increase customer value through an understanding of long-term customer loyalty.

Once you graduate with an MBA in International Marketing, you can analyse brand values and determine the factors that drive consumer-based brands. You'll be able to confidently develop targeted marketing strategies and communicate them convincingly to your team. Marketing is a diverse field. You might lead marketing activities for business-to-business (B2B) or business-to-customer (B2C) companies or even political or charitable organisations. No matter where your path takes you, you will lead with a great instinct for market potential and risk, crises management and dealing with clients, social media opportunities and more—while recognising the potential in your employees and fuelling their development. Your team, your business partners, and especially your customers will be the central focus of your work which you will manage with energy and expertise.



Degree

Master of Business Administration (MBA)



Study start

Anytime



Study model

Online, on campus or flexible



Duration

18 months



Credits

90 ECTS

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Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	1	<hr/>
Leadership		5 ECTS
Innovation and Entrepreneurship		5 ECTS
International Marketing		5 ECTS
Performance Measurement		5 ECTS
Corporate Finance		5 ECTS
Managerial Economics		5 ECTS
<hr/>	2	<hr/>
Strategic Management		5 ECTS
Business Ethics and Corporate Governance		5 ECTS
Operations and Information Management		5 ECTS
Global Brand Management		5 ECTS
Sales and Pricing		5 ECTS
International Consumer Behaviour		5 ECTS
<hr/>	3	<hr/>
Applied Marketing Research		5 ECTS
Capstone Project		25 ECTS

WHAT YOU'LL LEARN

- Develop excellent skills in management, leadership, and communication and learn to base confident decisions on marketing data and business context.
- Expand your knowledge in marketing and sales related issues with a focus on international business management.
- Use practice-oriented concepts to develop your skills in planning, implementation and control as well as international market launch and cultivation strategies.

CAREER

Marketing can take you just about anywhere in the world and into a variety of company types. It's a competitive market and one that moves fast. With an MBA specifically tailored to marketing in an international context, you can head straight into a top role and quickly move your way up into the career of your dreams.