

International Marketing and Communication (PIMC)					
Coordinator:		QUU		credits: 13	
Elements	ECTS	Name	Mode of Exam	Period	Literature
PIMC10	3	Proof of proficiency	Assessment	T2	N/A
PIMC20	4	Marketing communication	Written exam	T2	De Pelsmacker, P., Geuens, M., & Van Den Bergh, J. (2016). <i>Marketing Communications: A European Perspective</i> (6th edition). Pearson. ISBN: 9781292135762
PIMC30	2	Consumer behaviour	Written exam	T1	Solomon, M. R. (2018). <i>Consumer Behavior: Buying, Having, and Being</i> (13th global edition). Pearson. ISBN: 9781292318103.
PIMC40	2	Intercultural communication	Written exam	T1	Nunez, C., Mahdi, R. & Popma, L. (2017). <i>Intercultural Sensitivity, from denial to intercultural competence</i> . Van Gorcum. ISBN: 9789023255567
PIMC50	2	Sales management	Assignment	T2	Materials provided by the lecturer
Entrance req.:		None			
Professional task:		As a marketing assistant/consultant, you develop a marketing communication strategy for a company. Afterwards, you develop a marketing communication plan based on the previously formulated marketing communication strategy and objectives(s).			
Role:		Marketing assistant/consultant			
Methods:		Classes, training (excursion, when possible)			
Fields of expertise:		Learning objectives (the student):			
Consumer behaviour		<ul style="list-style-type: none"> h • understands the importance of consumer behavior for companies and the responsibility they have • understands the difference between needs, wants and motivation of consumers • can identify perception and the perceptual process • knows how consumers learn about products and services and remember them • knows the nature and power of attitudes • is aware of how consumers make decisions and how companies can influence those decisions <p>understands how other people and groups influence consumer decisions recognizes the nature and importance of culture for consumers</p>			
Sales management		<ul style="list-style-type: none"> • knows how to make a sales plan and how to do a sales pitch • is aware of strategic and operational aspects of sales management. • understands how to coach and motivate the sales team • practices sales skills and sales leadership 			
Marketing communication strategy and communication instruments		<ul style="list-style-type: none"> • knows how a marketing communications strategy is developed • understands the basic theoretical concepts of marketing communication • knows various marketing communications instruments • is able to develop communications instruments • understands how to use different instruments (e.g., select the most appropriate instrument for a given situation) 			
Intercultural communication		<ul style="list-style-type: none"> • is able to identify intercultural differences (based on theory) • is able to deal with intercultural differences • is able to make an intercultural strategy for a company 			
Aeres competencies:					
<ul style="list-style-type: none"> • To cooperate (level 1): The student works on a group project throughout the semester. Creates a good atmosphere, handles the interests of others with care, is able to conquer resistance and conflict, and utilizes the qualities of all individual team members to collectively reach the predetermined goals • To present (level 1): The student is able to communicate messages about complex topics in an understandable and persuasive manner to a critical target audience, thereby consciously choosing the most effective form of communication • To research (level 1): The student is able to identify and describes a problem or a development, formulate a practice-based research question and answers this using a suitable research method • To innovate (level 1): The student uses creativity to develop new products, services and applications that are of use in practice. Promotes new and original ideas, methodologies and applications. 					
Final qualifications:					

- Setting up and implementing an applied business research in the agri-food business
- Strategic marketing of products and services in the global agri-food market