

Marketing for Beginners

Fontys International Business School (FIBS)

Programme: International Business (IB)

Course: Marketing for Beginners (Foundation Year / Level 1)

Course Code: ELEC (elective in foundation year)

Credits: 5 ECTS (140 study hours)

Academic Year: 2025/2026

Course Coordinator & Lecturer: Martina Possberg

Institute: Fontys International Business School

1. Course Description

This course introduces students to the fundamental principles and practices of marketing within an international business context. Marketing is positioned as a core business function that enables organisations to create sustainable value for customers and other stakeholders.

Students will acquire knowledge and skills in analysing marketing environments, understanding consumer behaviour, segmenting markets, and developing customer-driven strategies. The course also places emphasis on marketing metrics and accountability as tools for evaluating business opportunities and performance in international markets.

The compulsory textbook for this course is Principles of Marketing (17th Global Edition) by Kotler & Armstrong, which provides the conceptual and practical framework for the lectures and assignments.

2. Programme Learning Outcome (PLO) Alignment

PLO 1: International Business Opportunities

The IB professional defines international business opportunities and recommends possible strategies for the organisation to create sustainable, multi-sided value for stakeholders. This involves collecting and analysing data about trends, customers, and markets in an international context, and translating these into strategies that are economically, socially, and ecologically sustainable.

Contribution of this course to PLO 1:

- Students will analyse international market trends and consumer behaviour.
- Students will identify and assess opportunities and threats in the international marketing environment.
- Students will learn to propose basic marketing strategies that consider multiple stakeholder perspectives and sustainability aspects.
- Students will apply frameworks for segmentation, targeting, and positioning to international markets.

3. Learning Goals

Upon successful completion of this course, the student is able to:

1. Define marketing and describe the marketing process in an international business context.
2. Explain the importance of customer orientation and marketplace analysis.
3. Identify and evaluate the micro- and macro-environments of international marketing.
4. Design a basic customer-driven strategy using segmentation, targeting, differentiation, and positioning.
5. Apply fundamental marketing mix concepts (product, price, place, promotion) to international case studies.
6. Demonstrate knowledge of marketing metrics and their use for performance measurement.
7. Reflect on ethical and corporate responsibility issues in marketing.
8. Analyse basic international business opportunities through marketing perspectives.

4. Didactic Methods

Lectures: Theoretical instruction based on Kotler & Armstrong.

Exercises: Application of concepts through case analysis and problem-solving.

Self-study: Reading and individual preparation (7.5 hours per week).

This combination of methods supports knowledge acquisition, critical thinking, and professional application in line with HBO-Bachelor standards.

5. Course Structure (Weekly Outline)

Week | Topic | Contact Hours | Self-study (hrs) | Literature

- 1 | Defining Marketing & Marketing Process | 2 × 45 min | 7.5 | Kotler Ch. 1–2
- 2 | Creating and Capturing Customer Value | 2 × 45 min | 7.5 | Kotler Ch. 3
- 3 | Understanding the Marketplace & Consumers | 2 × 45 min | 7.5 | Kotler Ch. 4
- 4 | Analysing the Marketing Environment | 2 × 45 min | 7.5 | Kotler Ch. 5
- 5 | Consumer Markets & Buyer Behaviour | 2 × 45 min | 7.5 | Kotler Ch. 6
- 6 | Segmentation, Targeting, Positioning (STP) | 2 × 45 min | 7.5 | Kotler Ch. 7
- 7 | Products, Services & Brands | 2 × 45 min | 7.5 | Kotler Ch. 8
- 8 | New Product Development | 2 × 45 min | 7.5 | Kotler Ch. 9
- 9 | Pricing & Pricing Strategies | 2 × 45 min | 7.5 | Kotler Ch. 10
- 10 | Marketing Channels & Value Delivery | 2 × 45 min | 7.5 | Kotler Ch. 11
- 11 | Retailing & Wholesaling | 2 × 45 min | 7.5 | Kotler Ch. 12
- 12 | Integrated Marketing Communications | 2 × 45 min | 7.5 | Kotler Ch. 13
- 13 | Promotion & Digital Marketing | 2 × 45 min | 7.5 | Kotler Ch. 14
- 14 | Ethics, Sustainability & Global Review | 2 × 45 min | 7.5 | Review
- 15 | Exam Preparation | – | 7.5 | Revision
- 16 | Examination | – | – | –

6. Assessment

Examination:

Written exam (60 minutes).

Re-examination: Written exam (60 minutes).

Assessment criteria (Bloom's lower levels), students will be assessed on their ability to:

- Define key marketing concepts (Remember).
- Describe and explain fundamental marketing concepts in an international context (Understand).
- Apply basic marketing frameworks to simple international business cases (Apply).
- Identify and analyse elements of marketing environments at a basic level (Analyse – entry-level).
- Apply segmentation, targeting, positioning (STP) and the marketing mix to introductory international examples (Apply).
- Use basic marketing metrics to calculate and interpret simple performance measures (Apply).
- Recognize and describe ethical, sustainable, and responsible marketing practices (Understand).

Grading:

To pass the course, students must achieve a grade of 5.5 or higher.

7. Examination Regulations

- Students must register for examinations and re-examinations in ProgRESS.
- Non-registration results in exclusion from examination.
- Re-examinations are scheduled in accordance with faculty regulations and can only be taken in the designated period (not across semesters).

8. Academic Integrity

Plagiarism, fraud, and academic misconduct are not tolerated. Fontys International Business School applies plagiarism detection systems and adheres strictly to the Fontys OER (Education and Examination Regulations).

9. Quality Assurance

This learning arrangement will be evaluated at the end of the semester through a digital evaluation form. The results will be reviewed by the quality assurance team and adaptations will be made if necessary.