

INTERNATIONAL COLLABORATIVE PROJECT ON INTERNATIONAL MARKETING & ENTREPRENEURSHIP



Program description:

Focus on creating an entrepreneurial attitude.

During the exchange students will experience to cooperate with entrepreneurs from another country.

In this course students will develop and execute an international marketing strategy for a Dutch student company. Students are asked to make an analysis of the situation in Netherlands and to take a closer look at the export country - Romania. The red thread is "How to sell the Dutch products in Romania".

Students' Professional Task in the project: to develop an international marketing plan for entry in the Romanian market.

The services/products of the (8-9) HU-students'-Student Companies are the starting point for the international marketing plan.

The project consists of **2 Intensive Weeks** - One week at each partner

March 19th – March 23rd 2018 - The RAU's students and staff will visit HU, Amersfoort Campus, **Netherlands**

- *Goal: designing the international marketing SWOT, marketing mix, etc. The input of the visiting students is their role as an expert regarding the demand for the specific products in Romania;*
- *Side-effect: to experience the cultural differences between the students of both countries;*

April 16th – April 20th 2018 - the Dutch students and staff will visit the Romanian-American University

- *The international marketing plan will be carried through: students do a market survey together, promote and sell the product in Romania, etc.*

On both locations there will be company visits, workshops, lectures on doing business internationally and cultural activities.

The successful completion of the exchange program is rewarded with a **certificate in International Entrepreneurship (SECTS)**

Fees

- the course is free of charge
- students have to cover travel, accommodation, meals and entertainment expenses