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# International Marketing

Academic course



**Level of course unit:** Master

**ECTS:** 3

**Language of Instruction:** English

**Course Dates:** tbd

Course will take place on site at the MCI in Innsbruck

**Learning Outcomes:**

The students are able to systematically address problems relating to the global market, and to identify, evaluate and cultivate relevant international markets. Their awareness of ethics and responsibility in tourism as an occupational field has enabled them to broaden their field of activity. Their direct involvement in project examples and their knowledge about tools and methods enable them to link contents and application.

The students are aware of up-and-coming innovative tourism markets, are able to segment in accordance with geographical and thematic foci and to correctly assess relevant potentials. The students are familiar with the various international and transnational tourism organizations and their relevant objects and are able to discuss development and environmental policies in relation to tourism.

**Contact Person for registration:**

[internationalcentre@ulyssseus.eu](mailto:internationalcentre@ulyssseus.eu)

**Application Deadline:** 31.08.2022

**Available Spots:** 3

**Fee:** EUR 20, 70 (Austrian Students' Union Fee)




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