

More information?



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Project Market- Basket


BUSINESS ACADEMY
AARHUS



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marketbasketmuseum.org

Project Market-Basket



See project outcomes on marketbasketmuseum.org

Market-Basket is a short-term project that can easily be implemented in an existing marketing semester. Initiated by lecturers of the Hogeschool van Amsterdam, Business Academy Aarhus and the University of Southern Indiana, it focuses on an international marketing comparison, and is performed by virtual student teams, by way of internationalisation at home.

International marketing

The world indeed isn't flat, but to discover so, during an assignment with students from other countries, is a very captivating and practice-based experience.

Intercultural competence

In a globalising world, students benefit from developing global skills. During the Market-Basket project each team is confronted with a preselected variety of tasks and skills to generate maximized cross-cultural experiences.

Internationalisation

A large majority of students never leaves on exchange. Therefore virtual mobility like in this project, offers institutes of higher education a fairly efficient and cost-friendly way to give an alternative in the field of internationalisation.

Knowledge sharing

The best marketing analyses reports are displayed on the project's website: marketbasketmuseum.org. Here the marketing of a fast growing selection of product categories from participating countries can be compared.

Assignment details

During the Market-Basket project the following tasks will be performed:

- Student teams from different countries are matched.
- These duo's discuss and choose a (still free) product.
- The (joined) lecturers give the teams their 'Go/No-go'.
- Each team now makes local marketing analyses.
- A jury chooses the best reports (bonus) to be prepared for the museum.
- All duo's produce their bi-national marketing comparison reports.

Want to join?

From partner institutes we only ask a dedicated class and a small administration fee. Lecturers are asked to participate in short Skype meetings, and to comply with the due dates.

For European partners we encourage Erasmus staff exchanges (5 hrs of lecturing). Additionally we invite participating lecturers to voluntarily produce a web lecture (video) and/or a case study (pdf) per semester. This way a growing pool of learning materials will come available to all participating schools, ensuring us of interesting and truly internationalised marketing courses!

We welcome your request and will be happy to answer any questions:

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