**Training Fiche Template**

|  |  |
| --- | --- |
| **Title**  | Business models in international digital marketing |
| **Keywords (meta tag)** | Business model canvas, digital business models, internationalization |
| **Language** | English |
| **Objectives/ Goals/ Learning outcomes** | * Learn about business model’s elements and digital business models
* Create a business model
* Learn about the process of internationalization and the main internationalizarion strategies
 |
| **Training area: (Select one)** |
|  Strategies for Internationalisation |  |
|  E-commerce, international and digital marketing | **X** |
|  Social selling |  |
|  Sociologic and cultural aspects of Extra EU Export |  |
| **European Qualification Framework (EQF)** |
| Level 4 |
| **Description** | A business model is a company's strategic plan for making a profit. The Business model canvas is a strategic tool useful to graphically represent the business model, and therefore the value proposition, of a company.Internationalization is that process of commercial expansionthat aims to broaden a company's operational horizons and expand its presence beyond its national borders. Internationalization strategies can be classified according to the level of product customization and according to the type of foreign presence of the company. |
| **Contents arranged in 3 levels** | **Business models in international digital marketing****1. Introduction. What is a business model?**1.1 Business model1.2 Canvas business model1.3 Business model’s elements**2. Digital business models and classifications**2.1 Digital business characteristics’2.2 Types of digital business model**3. Internationalization**3.1 The process of internationalization3.2 Opportunities and risks of internationalization3.3 Internationalization strategies**4. Recommendations and Tips. Do's and Don'ts**4.1 General tips 4.2 Do’s and Don’ts |
| **Glossary** | **Business model:** The term business model refers to a company's strategic plan for making a profit. It can be defined as the set of organizational practices and strategic solutions through which the company seeks to gain a competitive advantage in the market**Business model canvas**: is a strategic tool useful to graphically represent the business model, and therefore the value proposition, of a company**Freemium business model:** In this model, users can take advantage of a basic, free version of the product or service, but can at any time subscribe or buy a premium, paid version.**Internacionalization**: is that process of commercial expansion that aims to broaden a company's operational horizons and expand its presence beyond its national borders**Digital Business model:** Business model based on digital technologies and channels |

|  |  |
| --- | --- |
| **Self-evaluation (multiple choice queries and answers)** | 1. A business model must be:* 1. **Flexible and dynamic**
	2. Solid and stable
	3. The same in every country

2. How many blocks the Business model canvas framework of Osterwalder e Pigneur consists of?* 1. 4
	2. 5
	3. **9**

3. What is Amazon business model?* 1. Freemium
	2. Marketplace
	3. **Both**

4. The transnational strategy consist of:* 1. Customizing product and service offering for each country
	2. Offering the same product in all the countries
	3. **Implementing slight modifications to products in the different countries**

5. What should you re-assess when internationalizing your company?* 1. The product and service offering and your marketing campaign
	2. Your business model
	3. **All of them**
 |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name**  |  |
| **Description** |  |
| **Link of interest** |  |
| **Resources (videos, reference link)** |  |
| **Related material** |  |
| **Related PPT** |  |
| **Bibliography** | A. Osterwalder, Y. Pigneur, C.L. Tucci, “Clarifying business models: Origins, present, and future of the concept“, Communications of the association for Information Systems, 2005https://www.investopedia.com/terms/b/businessmodel.asphttps://www.businessmodelsinc.com/about-bmi/tools/business-model-canvas/https://www.investopedia.com/terms/i/internationalization.asp#:~:text=Key%20Takeaways,have%20different%20tastes%20or%20habits. |
| **Provided by** | IWS |