

## Course: Honours Graduation Project and Thesis

credits: 30

<b>Course code</b>	CIHH19HAO	<b>Modes of delivery</b>	Graduation project
<b>Name</b>	Honours Graduation Project and Thesis		Individual supervision
<b>Study year</b>	2020-2021		Peer feedback
<b>ECTS credits</b>	30		Supervision
<b>Language</b>	English	<b>Assessments</b>	Honours Graduation Project - Other assessment
<b>Coordinator</b>	B.M.P. de Wilde-de Vreede		

### Learning outcomes

#### Competencies:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

#### 21st-century skills:

- Creativity
- Teamwork
- Initiative
- Perseverance
- Adaptability
- Communication
- Sense of responsibility
- Commercial awareness
- Leadership
- Curiosity
- Critical thinking

#### Learning Outcomes:

The student can:

- independently make a research design for a given marketing question (piece) of a client.
- independently prepare the research and have it carried out.
- interpret the results from the research and connect conclusions to this.
- give a written substantiated advice to the client.
- verbally explain and defend his research and advice to third parties.

### Content

#### Level:

Advanced (excellence level)

#### Content:

The student carries out a graduation study with an external client. He is able to translate a marketing question from a complex practical situation into an adequate research question, to deal with it in a structured way and to respond in a substantiated manner.

The student is well aware of recent marketing developments, has knowledge of shifts between online and offline and has an understanding of how organizations enter into and maintain relationships with their stakeholders in an authentic and credible way. The student has more than average skills in applying relevant theoretical knowledge in a practical situation.

#### Prerequisites:

Successfully passed the selective specialisation Triple M Selection at height of the achieved marks for Marketing and Research, motivation and the quality of the graduation assignment.

#### Details:

Partly to be executed at the external client.

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