

## Course: Business Communication

credits: 2

<b>Course code</b>	CIVB18BCO	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Business Communication		Practical / Training
<b>Study year</b>	2020-2021		Tutorial
<b>ECTS credits</b>	2	<b>Assessments</b>	Business Communication - Other assessment
<b>Language</b>	English		
<b>Coordinator</b>	T.M. Winter		

### Learning outcomes

#### Competences:

- **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.

### Content

#### Level:

Intermediate

#### Content:

Goal- and target group-oriented writing while making tactical and strategical choices plays a central role in BCE block 10. During four practical classes students work on their writing assignments in half classes, under supervision of a teacher who will be present as a writing coach. The assignments consist of a corporate story, a corporate advertorial, an article for a magazine for relations and a management speech.

The student practices writing skills on a strategic level, by creating four written means of corporate communication. The purpose and content of the writing assignments are consistent with and relevant for the IPA company and 'Bunq'.

#### Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.
- For Exchange Students/Certificate Students: For the latest info, go to the reading list on intranet: [Hanzegroningen.eu/exchangemm](http://Hanzegroningen.eu/exchangemm) or the Blackboard course.

#### 21st-century skills:

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

#### Learning Outcomes:

The student can

- recognize and assess various corporate texts and mention it's goals for both internal and external stakeholders;
- write and design purpose and target group-oriented texts on a strategic level, that are relevant and usable in practice; a corporate story, corporate advertorial, an article for a magazine for relations and a management speech.

### Included in programme(s)

Marketing Management  
Marketing Management Exchange Programme Semester 1 (Autumn)

### School(s)

School of Marketing Management and Financial Economic Management

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