

Course: Change Management 2

credits: 3

Course code	CIVB18CHM2	Modes of delivery	Action learning
Name	Change Management 2		Assignment
Study year	2020-2021		Lecture
ECTS credits	3	Assessments	Change Management 2 - Other assessment
Language	English		
Coordinator	H. Meijer		

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.

21st-century skills:

- Critical thinking

Learning Outcomes:

1. Able to use Mintzberg configurations to type different organizations.
2. Able to apply and use OCAI questionnaires to define current and desired organizational culture.
3. Able to recognize, using colors the dominant changing color of an organization.
4. Able to use collected information to make connections and picture the organizations' needs.

Content

Level:

Intermediate

Content:

External changes taking place leading to needed internal changes. A critical reflection using different materials, discussions on your own experiences in companies and examples of outside world. Applying the learnings on the Marketing Planning course of this block.

Literature/study materials:

- For Marketing Management Bachelor Programme student: For the latest info, go to the reading list on intranet: 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 or the Blackboard course.

Included in programme(s)

Marketing Management
Marketing Management Exchange Programme Semester 1 (Autumn)

School(s)

School of Marketing Management and Financial Economic Management
School of Marketing Management