

Course: Integrated Project Assignment 10

credits: 3

Course code	CIVB18IPA10	Modes of delivery	Assignment Problem-based learning Project-based learning
Name	Integrated Project Assignment 10		
Study year	2020-2021		
ECTS credits	3		
Language	English	Assessments	Integrated Project Assignment 10 - Other assessment
Coordinator	M. Wolbers		

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:

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

Learning Outcomes:

After finishing this course you're able to:

1. Conduct field and desk research
2. Analyse the current situation of a company based on the generated data from the external and internal environment (see also block 9 marketing 1)
3. Formulate strategic organisation and marketing decisions for a company and motivate the decisions with the data from the external and internal environment, including specific and general laws of marketing, the strategic framework and organisational- and marketing objectives
4. Formulate tactical and operational marketing decisions for a company and motivate the decisions
5. Present and defend the final advice to the CEO and/or management of a company 6.
6. Reflect on own behaviour and performance

Content

Level:

Intermediate/advanced

Content:

In this course the student learns to apply the content of the courses marketing planning: the analysis and marketing planning, the decisions, for a real life situation, a company they have acquired in block 9 (marketing planning: the analysis). They have to conduct a research to describe the complete external and internal environment. Basis on that research they have to conduct a thorough analysis, leading to conclusions, finally the result when chosen for unchanged policy. This forms the foundation of the advice they have to give to the company. The advice contains decisions at strategic level. (Organizational and marketing), tactical and operational level (both only for marketing). After finishing the report the students have to defend it (individually) and they have to present to the company.

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

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