

Course: Research 2

credits: 2

Course code CIVB18RES2
Name Research 2
Study year 2020-2021
ECTS credits 2
Language English
Coordinator H. Meijer

Modes of delivery Assignment
Lecture
Assessments Research 2 - Other assessment

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.

21st-century skills:

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

Learning Outcomes:

After successful completion of the course, the student will be able to:

- discusses the position of qualitative research in the field of marketing;
- analyses qualitative data with Atlas ti;
- demonstrates understanding of various qualitative research techniques;
- critically evaluates the concept of big data;
- writes a well-structured research paper in academic English.

Content

Level:

Advanced

Content:

As opposed to research 1 in block 10 year 3, this third year course focuses predominantly on qualitative research in the field of marketing, an undervalued approach. We will discuss a number of qualitative research techniques, among others laddering, and we will learn how to analyze qualitative data with Atlas ti. Besides that we will evaluate the pros and cons of big data in marketing. The final assignment consists of setting up a qualitative research design.

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.

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