

## Course: Integrated Project Assignment 8

credits: 5

<b>Course code</b>	CIVB20IPA8
<b>Name</b>	Integrated Project Assignment 8
<b>Study year</b>	2020-2021
<b>ECTS credits</b>	5
<b>Language</b>	English
<b>Coordinator</b>	B.M.P. de Wilde-de Vreede

<b>Modes of delivery</b>	Tutorial
<b>Assessments</b>	Integrated Project Assignment 8 - 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:

This course will be offered for the first time in academic year 2020-2021 and is currently in development. The learning outcomes of this course will appear on Blackboard before the start.

### Content

#### Level:

Intermediate

#### Content:

The results and conclusions from the marketing analysis form the foundation of the advice the students give to the company. The advice contains decisions at strategic level (Organizational and marketing), tactical and operational level (both only for marketing). All decisions are substantiated by results from the research, the analysis and relevant marketing models & theory. Here the students also apply the content of brand management and online marketing. The students will identify the internal and financial consequences of the advice. After finishing the report the students have to defend it and they have to present to the company. The students can reflect upon the quality of the work, the process of the collaboration within the group and their own role in this.

#### Literature/study materials:

For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](http://Hanze.nl/marketingprogramme) or the Blackboard course.

### Included in programme(s)

Marketing Management Exchange Programme Semester 2 (Spring)  
Marketing Management

### School(s)

School of Marketing Management and Financial Economic Management

