

Course: Key Functional Areas

credits: 4

Course code	CIVB20KFA	Modes of delivery	Tutorial
Name	Key Functional Areas	Assessments	Reflection and Peer Assessment (ind) - Other assessment
Study year	2020-2021		Report / MT Meeting (group) - Other assessment
ECTS credits	4		
Language	English		
Coordinator	J. Hummel		

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.

21st-century skills:

- Teamwork
- Initiative
- Sense of responsibility

Learning Outcomes:

After finishing this course you're able to:

1. To transform an unstructured and not specific problem into a structured and specific formulated problem statement, central research question and sub research questions
2. Design a market oriented company with an integrative organisational model, where is customer is optimal served and at the same time the costs are controllable
3. Describe how the policy of the other functional areas can be aligned with the policy of the marketing and sales function
4. Describe what information marketing needs from the other functional areas and vice versa
5. Offer structured and motivated solutions for problems of other functional areas (other than marketing) and to align these solutions with the policy of other functional areas than your own with the help of one or more models
6. Present these solutions and motivations in writing and orally in a meeting
7. Have successful professional meetings with other people (general manager)
8. Show professional behaviour in one-to-one situations and in group settings
9. Act in line with responsibility for your own behaviour

Content

Level:

Advanced

Content:

In this course the students are confronted with a simulation, based on a (non existing) company described in a case study. In that simulation they are given a position in a functional area other than marketing, all of the same company. In 4 weeks they have to come up with an integrated plan to help the company to reach a break-even situation. They need to come up with a description and analysis of the current situation, get the desired situation clear and design the roadmap how to get from the current situation to the desired situation. All their solutions must be accounted for, input and output wise. After finishing their report with their findings they have to meet the General Manager to discuss their findings.

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

School(s)

School of Marketing Management and Financial Economic Management

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