

Course: Marketing Analysis

credits: 5

Course code	CIVB20MKA
Name	Marketing Analysis
Study year	2020-2021
ECTS credits	5
Language	English
Coordinator	B.M.P. de Wilde-de Vreede

Modes of delivery	Tutorial
Assessments	Marketing Analysis - Case - Other assessment Marketing Analysis - Key Functional Area - Computer, organised by STAD examinations

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:

In this course the student learns the theory related to making an internal and external analysis in preparation for making a strategic marketing plan. This internal analysis includes a marketing audit in which the student learns how to assess a company's marketing effectiveness. The external analysis includes the customer analysis, industry analysis and competitors analysis. The student also learns to prepare financial statements and ratios, then use them to make sustainable business decisions. Students will learn to apply managerial accounting concepts to ensure long-term value for their company. In this course the student learns about the implications of CSR on the marketing policy of a company.

Literature/study materials:

For the latest info, go to the reading list on intranet: 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

