

Course: Marketing Planning Analysis

credits: 4

Course code	CIVB20MKT1	Modes of delivery	Tutorial
Name	Marketing Planning Analysis	Assessments	Marketing Planning - Case (group) - Other assessment
Study year	2020-2021		Marketing Planning - Test (individual) - Computer, organised by STAD examinations
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.

21st-century skills:

- Commercial awareness
- Curiosity
- Critical thinking

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. Generate data from the external and internal environment with field and desk research (see also block 5)
3. Describe, analyse and adapt the strategic framework of a company
4. Describe and analyse the external environment and draw conclusions as opportunities and threats
5. Describe and analyse the internal environment and draw conclusions as strengths and weaknesses
6. Using different marketing models, concepts and/or theories in a correct way
7. Collect general laws of marketing, based on research, and value those laws
8. Make an operational plan and execute that plan how to acquire a company for the integrated project assignment
9. Make a research proposal as preparation for conducting field and desk research
10. Conduct field and desk research

Content

Level:

Intermediate/advanced

Content:

In this course the student learns how to apply and execute the first part of the marketing planning process: the analysis. Based on the approach of Describe -> Analysis -> Conclude (DAC method), the student learns to use different models to analyze the external environment, from macro to micro (e.g. the customer analysis), and the internal environment, also from macro to micro (e.g. the marketing audit) and are capable to draw conclusions in the form of opportunities, threats, strengths and weaknesses. Furthermore they will acquire a company as a vehicle for their IPA. In this course the students are asked to do some preparation for the IPA, e.g. writing a research proposal and conduct some desk research.

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