

Course: Marketing Planning Decisions

credits: 4

Course code	CIVB20MKT2	Modes of delivery	Tutorial
Name	Marketing Planning Decisions	Assessments	Marketing Planning Decisions -Paper - Other assessment
Study year	2020-2021		Marketing Planning Decisions -Test (ind) - Computer, organised by STAD examinations
ECTS credits	4		
Language	English		
Coordinator	B.M.P. de Wilde-de Vreede		

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:

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

Learning Outcomes:

After finishing this course you're able to:

1. Conduct a confrontation analysis and with the outcome of that analysis, draw the right conclusions for the current situation, including the expected results when chosen for an unchanged policy
2. Make a decision about the desired situation formulated in SMART terms
3. Formulate strategic organisation and marketing decisions for a company and to motivate the decisions with the data from the external and internal environment, including specific and general laws of marketing, the strategic framework and organisational- and marketing objectives
4. Formulate tactical and operational marketing decisions for a company and motivate the decisions
5. Integrate developments of corporate social responsibility in useful marketing decisions of a company
6. Integrate online developments in the process of marketing planning
7. Integrate the interfaces between marketing and the other functional areas in the process of marketing planning

Content

Level:

Intermediate/advanced

Content:

In this course the student learns how to apply and execute the second part of the marketing planning process: the decisions. They start with the confrontation analysis (based on the results of marketing planning: the analysis). After that the student learns how to generate and motivate decisions at strategic level (organizational and marketing), tactical and operational level (both only for marketing). For all the different levels the students learn to use different models

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

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