

Course: Marketing, Sales and Communication

credits: 6

Course code	CIVB20MSC	Modes of delivery	Tutorial
Name	Marketing, Sales and Communication	Assessments	Reflection and Peer Assessment (ind) - Other assessment
Study year	2020-2021		Report / MT Meeting (Group) - Other assessment
ECTS credits	6		
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. Generate strategic, tactical and operational marketing policy, motivated by information of different analysis
3. Build an integrative decision model in MS-Excel and to use this model to support the decision making process
4. Describe how the marketing, sales and communication policy can be aligned with the policy of other functional areas
5. Use explicitly different models, concepts and/or theory of marketing, sales and communication
6. Describe the marketing, sales and communication policy in correct English
7. Have successful professional meetings with other people (Purchase manager of Jumbo and the 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 the same simulation, based on a (non existing) company described in a case study, as in the Other Functional Areas. In this simulation they are given a position in the functional area marketing, again of the same company. In 4 weeks they have to come up with a marketing 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. Therefore they need to build a decisions support model in MS-Excel. Furthermore, they meet an important (and unsatisfied) customer (also simulated). After finishing their report with their findings they have to meet again 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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