

Course: Marketing in a global world

credits: 5

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| Course code | CIVP19MGW |
| Name | Marketing in a global world |
| Study year | 2020-2021 |
| ECTS credits | 5 |
| Language | English |
| Coordinator | H. Meijer |

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| Modes of delivery | Lecture Tutorial |
| Assessments | Marketing in a global world - 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:

The student is able to:

- define marketing, economics and the marketing process
- understand the marketplace and customer value
- analyse the global marketing environment and global economic development
- define and discuss contemporary issues related to CSR
- apply sustainable frameworks to create value for a company

Content

Level:

Introduction

Content:

Marketing 1

Some of the main topics the Marketing 1 module addresses include value creation, building customer relations, creating the marketing mix, marketing research, the marketing environment and entering the global market.

Economics

The Economics course provides support for persons engaged in business, entrepreneurship and marketing. In Economics you study economic developments in society. In other words, the subject of economics as a science consists of economic issues involving large numbers of companies or consumers. News media cover economic issues extensively: economic problems in European Union member states; European fines for big companies that have concluded illegal price arrangements; quarrels between The United States and China about the exchange rate of their currencies; discussions between trade unions and employers on issues like wages, working hours and pensions; appeals of the music industry to punish illegal downloading of music, etc. etc. These examples make clear that economics covers a wide range of very different issues. Therefore, it has been subdivided into several disciplines: microeconomics, macroeconomics and mesoeconomics. Microeconomics deals with economic issues facing individual consumers and producers, such as the influence of price increases and taxes on demand by consumers and supply by producers. Mesoeconomics covers market issues such as intensity of competition and market structure. Macroeconomics, finally, studies economic issues on a national and worldwide scale such as recession, inflation and international trade. In this course, we pay attention to these three disciplines.

CSR

The CSR module is designed for young professionals who seek to understand the role of Corporate Social Responsibility and Sustainability in the modern business environment. Beginning with general concepts and vocabulary, the course details the macro trends driving businesses towards more sustainable practices, then dives deep into the Circular Economy and a discussion of the United Nations Sustainable Development Goals. Students will understand and apply these influential frameworks in a classroom setting.

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

School(s)

School of Marketing Management and Financial Economic
Management

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