

Course: Professional Skills 1

credits: 5

Course code	CIVP19SKI1	Modes of delivery	Lecture
Name	Professional Skills 1		Tutorial
Study year	2020-2021	Assessments	Communication English 1 - Presentation - Other assessment
ECTS credits	5		Communication English 1 - Pronunciation - Other assessment
Language	English		Communication English 1 - Written Test - Computer, organised by STAD examinations
Coordinator	J. Jager		Management Skills 1 - Test - Computer, organised by STAD examinations
			Management Skills 1 - Training - Other assessment
			Personal Development 1 - Other assessment

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:

- Has demonstrated the ability to make a portfolio showcasing herself in a professional way
- Can effectively organise and plan her studies

Content

Level:

Introduction

Content:

Theme: orientation on the professional aspects of a Marketeer

- The student has to assemble a portfolio about herself, focusing on her professional characteristics.
- The student is offered assistance with regards to effective planning and studying at Hanze UAS.
- The student is taught how to analyze her own skills, identifying her strengths and weaknesses, from a professional point of view and is taught how to plan for her own professional development.
- Guest lectures are offered about Marketing- and Globalisation-related subjects.
- Role-plays, discussions and specific cases are offered to develop and improve the student's intercultural competencies.

Literature/study materials:

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

Hanze.nl/marketingprogramme or the Blackboard course.

- Can identify her strengths as well as her weaknesses and make a plan for her own professional development
- Has demonstrated her awareness of her own cultural background and that of her fellow students
- Shows her awareness of the importance of effective, intercultural communication

Included in programme(s)

Marketing Management

School(s)

School of Marketing Management and Financial Economic Management

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