

Course: Graduation Project

credits: 30

Course code	CIVB19AO
Name	Graduation Project
Study year	2022-2023
ECTS credits	30
Language	English
Coordinator	Y.A. Chuhu

Modes of delivery	Graduation project
Assessments	Graduation Project - Other assessment

Learning outcomes

Competencies:

- **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 can:

- independently make a research design for a given marketing question (piece) of a client.
- independently prepare the research and have it carried out.
- interpret the results from the research and connect conclusions to this.
- give a written substantiated advice to the client.
- verbally explain and defend his research and advice to third parties.

Content

Level:

Advanced

Content:

Written

Writing an advisory report (graduation thesis) in response to a clearly defined issue of an organization in the field of marketing, marketing communication and / or sales management. In support of the advice, the student conducts primary research, supplemented with literature study or desk research if necessary.

Oral

During the oral exam at the college the student is able to defend the results of the assignment orally and to place his advice in a broad context.

Literature/study materials:

For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.

Prerequisites:

The student has obtained 120 EC from year 2 and 3
The student has followed his minor / specialisation

To be able to graduate, the student must:

- from DC 2-6, to master at least 2 competences at level 3
- DC 8 at level 3 control
- DC 9-10 at least adequately controlled

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