

Course: Innovation Lab

credits: 5

Course code	CIVB20INL	Modes of delivery	Tutorial
Name	Innovation Lab	Assessments	Innovation Lab - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	H. Meijer		

Learning outcomes

Upon successful completion of this course students will be able to:

1. behave like a professional within a project group and shows a professional attitude and behavior to the clients who provide the Innovation Labs assignment.
2. develop a professional marketing solution which could contains strategic, tactical or operational product elements depending on the clients assignment.
3. create their own project planning in consultation with the Innovation Labs client which is in line with their chosen professional marketing solution.

Content

Level:

Intermediate

Content:

You will be working in a so called 'Innovation Labs' (IL from now on) in the province of Groningen. Within these IL's, companies or organizations work alongside educational institutes to deal with problems from the work field. You will be briefed about this problem/challenge but since the outcome is unclear at the time you will begin we will call them 'Flexible projects'.

You and your group members will be assigned to a IL in either Zuidhorn, Appingedam or Groningen city (per year the locations might differ).

During this innovation lab course you will have one main goal: to make sure that you will find a tailored marketing solution for your 'client' based upon all skills, knowledge and expertise you've developed up until now.

Literature/study materials:

For the latest info, go to the reading list on intranet: [Hanze.nl/marketingprogramme](https://hanze.nl/marketingprogramme) or the Blackboard course.

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance