

Course: Integrated Project Assignment 5

credits: 5

Course code	CIVB20IPA5	Modes of delivery	Project-based learning
Name	Integrated Project Assignment 5	Assessments	Integrated Project Assignment 5 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	L. Dijkstra		

Learning outcomes

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

1. develop SMART research questions which are linked to relevant theoretical models of consumer behaviour.
2. evaluate and choose an appropriate research design for quantitative market research.
3. collect data using multiple research methods in a systematic and methodical manner.
4. use SPSS to enter and analyse collected data and use correct statistical analyses, that are suitable for the type of research question and type of data available.
5. present data analysis graphs and tables, interpret them correctly and translate the research results into a set of practical business recommendations/solutions, using the correct (APA) style of writing.

Content

Level:

Intermediate

Content:

In this block the students work together as a team to set up a comprehensive consumer research for an organization (provided by Hanze). The organization that the research is conducted for, is a genuine organization operating in a consumer market and the research should be limited to one single product, or product group. The students have to interpret the results of their research and formulate recommendations for the tactical marketing, sales and/or marketing communications policy of that organization. The students have to present their findings in the form of a written report.

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 Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

School of Business, Marketing and Finance