

Course: Integrated Project Assignment 6

credits: 5

Course code	CIVB20IPA6	Modes of delivery	Tutorial
Name	Integrated Project Assignment 6	Assessments	Integrated Project Assignment 6 - 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. research and understand the context of the Request For Proposal (RFP) from a potential customer as well as the client's objectives and wishes.
2. to formulate and ask the applicable questions after receiving and analysing a RFP.
3. generate and develop creative ideas for digital and non-digital marketing communication products, services and experiences, taking account of both user and client wishes.
4. develop concepts and elaborates them into prototypes that are visually appealing to the potential client.
5. continuously assess the results of the various design phases to determine whether they are valuable and relevant to the user/client's wishes.
6. collaborate within a multidisciplinary, multicultural and/or international environment, whereby the student manages to connect the various disciplines.
7. determine and claim his or her role in a team based on his or her strengths and initiates and coordinates the tasks that are applicable to this role.
8. generate enthusiasm for his/her design ideas amongst the client, team and users and is capable of communicating an inspiring narrative in which his/her vision/message shines through in an authentic manner.
9. present the prototypes to the potential client in a convincing manner.
10. have insight into his/her own personal and professional development (knowledge, ability, standards and values) and is conscious of his/her own professional conduct and the impact thereof on others.

Content

Level:

Intermediate

Content:

The student will work in a team to develop an applicable and visually appealing marketing communication campaign based on the Request For Proposal (RFP) of a potential client.

During the block, the team will work on various prototypes and repeatedly assesses the results of the various design phases to determine whether they are valuable and relevant to the user/client's wishes.

At the end of the block, the team will present the most applicable marketing communication strategy to the potential client in a visually appealing and convincing way.

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 Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

School of Business, Marketing and Finance