

Course: Integrated Project Assignment 7

credits: 5

Course code	CIVB20IPA7	Modes of delivery	Tutorial
Name	Integrated Project Assignment 7	Assessments	Integrated Project Assignment 7 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	B.M.P. de Vreede		

Learning outcomes

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

1. transform an unstructured and not specific problem into a structured and specific formulated problem statement, central research question and sub research questions.
2. generate data from the external and internal environment with field and desk research.
3. describe and analyse the external and internal environment, and draw conclusions about opportunities, threats, strengths and weaknesses.
4. use different marketing models, concepts and/or theories in a correct way.
5. describe the current situation (SWOT analysis), identify the strategic marketing issues and identify the gap between the current situation and the desired situation.

Content

Level:

Intermediate

Content:

In this course the students will work on a real life strategic marketing problem. The students will use a systematic route to tackle the problem. In this block they will focus on the current situation. The students will start with a research design and they will conduct secondary and primary research to describe the complete external and internal environment. Based upon this research the students conduct a thorough analysis, leading to conclusions and finally the results when chosen for an unchanged policy. The research, analysis and conclusions will be written in a research 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 2 (Spring)
Marketing Management

School(s)

School of Business, Marketing and Finance