

Course: Integrated Project Assignment 8

credits: 5

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| Course code | CIVB20IPA8 | Modes of delivery | Tutorial |
| Name | Integrated Project Assignment 8 | Assessments | Integrated Project Assignment 8 - 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. formulate strategic organization and marketing decisions for a company and motivate the decisions with the data from the external and internal environment, including specific and general laws of marketing, the strategic framework and organisational- and marketing objectives
2. formulate tactical and operational marketing decisions for a company and motivate the decisions
3. present and defend the final advice to the CEO and/or management of a company
4. reflect on own behaviour and performance.

Content

Level:

Intermediate

Content:

The results and conclusions from the marketing analysis in the previous block form the foundation of the advice the students give to the company. The advice contains marketing decisions at strategic level (Organizational and marketing), tactical and operational level (both only for marketing). All decisions are substantiated by results from the research, the analysis and relevant marketing models & theory. Here the students also apply the content of brand management and online marketing. The students will identify the internal and financial consequences of the advice. After finishing the report the students have to defend it and they have to present to the company. The students can reflect upon the quality of the work, the process of the collaboration within the group and their own role in this.

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 2 (Spring)
Marketing Management

School(s)

School of Business, Marketing and Finance