

## Course: Omnichannel Marketing

credits: 5

<b>Course code</b>	CIVB200CM
<b>Name</b>	Omnichannel Marketing
<b>Study year</b>	2022-2023
<b>ECTS credits</b>	5
<b>Language</b>	English
<b>Coordinator</b>	L. Dijkstra

<b>Modes of delivery</b>	Tutorial
<b>Assessments</b>	Omnichannel Marketing - Other assessment

### Learning outcomes

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

1. understand what a customer journey is and understand the process of setting up a marketing communication plan from A to Z.
2. name the main marketing communication tools and explain the relation between marketing communication tools, media types, content formats and content marketing.
3. analyze target groups and their customer journey and select effective media types and content formats.
4. formulate a substantiated media advice.
5. understand the different paid, owned and earned media channels and understand the possibilities, advantages and disadvantages of the different digital marketing channels.
6. understand what content creation is and compose relevant content for the different digital marketing channels.

### Content

#### Level:

Intermediate

#### Content:

The course uses two topics to provide an inclusive view on omnichannel marketing

#### **Marketing Communication**

During the past few decades the number of communication channels we have at our disposal has grown exponentially. There are numerous ways to communicate with (potential) customers and the competition for media attention is very strong indeed. Therefore, the question must be how we can best reach our target groups, how we can make sure we stand out from the competition and that we are actually seen and heard, supplying our (potential) customers with relevant information. Another question is whether this is influenced by the context: whether it concerns communicating directly to customers or business-to-business.

In this course the student will be taught what to investigate before deciding how to use the media to reach the targeted audience and which criteria have to be considered in order to make an effective media plan. We will also pay attention to the most recent developments in marketing communication, focusing on content marketing and the "customer journey".

#### **Digital Marketing**

The essence of Omnichannel Marketing – Digital Analysis is to learn and understand the basics of Digital Marketing. Understanding Digital Marketing starts with understanding the customer and his or her journey. From understanding why the customer journey is the new digital marketing funnel, we move on to composing SMART goals and defining a target audience, customer segments and persona. After we understand the basics we will learn about:

- Paid, owned and earned media
- Possibilities of the main Digital Marketing channels
- Content creation for different Digital marketing channels

These theories and developments are put into practice by the student by the use of cases and a report combining Marketing Communication and Digital Marketing.

#### 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

