

Course: Baseline Document

credits: 3

Course code	CIVB21DOC	Modes of delivery	Action learning
Name	Baseline Document		Assignment
Study year	2022-2023		Individual supervision
ECTS credits	3		International work placement
Language	English		Practical / Training
Coordinator	Y.A. Chuhu		Problem-based learning
			Project-based learning
			Work placement
		Assessments	Baseline Document - Other assessment

Learning outcomes

Competences:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

21st-century skills:

- Initiative
- Commercial awareness
- Critical thinking

Learning Outcomes:

The student can:

- describe the placement company's internal organization, the products/services, the customers and the competitors using marketing theory and marketing models;
- describe his/her own day-to-day activities learning objectives related to competencies;
- formulate a SMART marketing goal;
- formulate a central question and sub questions.

Content

Level:

Intermediate
Advanced

Content:

The student writes a baseline document containing information about the placement company, the learning objectives and the activities student will perform during his/her placement.

Literature/study material

For the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course.

Prerequisites:

60 EC year 1 + 8 EC block 5

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance

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