

## Course: Professional Skills 5

credits: 5

<b>Course code</b>	CIVB21SKI5
<b>Name</b>	Professional Skills 5
<b>Study year</b>	2022-2023
<b>ECTS credits</b>	5
<b>Language</b>	English
<b>Coordinator</b>	S.W.J. Wennink

<b>Modes of delivery</b>	Tutorial
<b>Assessments</b>	Career Development Skills 1 - Other assessment Research Tooling 1 - SPSS - Other assessment Research Tooling 1 - Writing - Other assessment

### Learning outcomes

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

#### Research Tooling/SPSS

1. Read-in, enter, organise, and save data in a suitable way.
2. Calculate/recode variables Conduct descriptive statistics and interpret the data.
3. Process the results into tables and graphs and interpret them.
4. Carry out the appropriate statistical test for a specific research question.
5. Interpret the output of a statistical test.

#### Research Tooling/Writing

1. Formulate linguistically correct central questions with relevant sub-questions.
2. Formulate linguistically correct questions for a survey.
3. Write a business report incorporating the research results using the correct (APA) style of writing.

#### Career Development

1. Recognize and evaluate personal qualities related to future career goals and reflect on them within an individual glossy.
2. Successfully pitch themselves for a placement and can show professional social media profiles.

### Content

#### Level:

Intermediate

#### Content:

The course uses three topics to provide an inclusive view on which professional skills are needed in IPA 5 and as part of the students' professional identity.

Research Tooling combines two essential skills for marketeers: being able to work with quantitative research programs and being able to produce research in written form adequately.

This module is centred around doing marketing research and discusses different aspects of the research process. In Research Writing centres around communicating marketing research results, as well as the steps leading to the final report represent the focus of research writing.

Additionally, within the practicals students get taught how to solve marketing related research questions with the help of quantitative research programs such as SPSS. At the end of the course, students will be able to select the appropriate statistical test related to a research design and carry out the selected test in a program such as SPSS.

The goal of Career Development is to help students in recognizing their strong skills and knowledge that will assist in finding a suitable placement. Students will discover their strong sides and establish their personal brand, which they can offer to the potential employer. The outcomes will be shown in a personal glossy, in which the student demonstrates how he/she distinguishes himself/herself in comparison to other marketing students, what is his/her persona; vision on marketing/sales/communication and who inspires them. Students need to demonstrate their ability to pitch themselves to a potential employer during an elevator pitch. Finally, to start the preparation of the placement search the online profile of the student needs to have professional appeal, which will be checked through visibility on social media and attractiveness of the LinkedIn profile.

#### Literature/study materials:

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

### Included in programme(s)

Marketing Management

### School(s)

School of Business, Marketing and Finance

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