

## Course: Marketing Analysis

credits: 5

<b>Course code</b>	CIVB22MKA	<b>Modes of delivery</b>	Tutorial
<b>Name</b>	Marketing Analysis	<b>Assessments</b>	Corporate Social Responsibility - Assignment - Other assessment
<b>Study year</b>	2022-2023		Finance - Assignment - Other assessment
<b>ECTS credits</b>	5		Marketing Analysis - Assignment - Other assessment
<b>Language</b>	English		
<b>Coordinator</b>	B.M.P. de Vreede		

### Learning outcomes

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

1. explain key principles of Marketing 3.0 and CSR based on the material provided in the course.
2. recommend, based on the case study, how to incorporate the key principles of Marketing 3.0 and CSR into the company's strategy, while working as a group in the form of a presentation.
3. assess capital budget decisions based on period profit, cash flows and net present value.
4. apply and justify suitable marketing models from the theory in the external and internal analysis in a case situation.

### Content

#### Level:

Intermediate

#### Content:

The course uses three topics to provide an inclusive view on market analysis

#### **Marketing, sales & communication**

In this course the student learns the theory related to making an internal and external analysis in preparation for making a strategic marketing plan. This internal analysis includes a marketing audit in which the student learns how to assess a company's marketing effectiveness. The external analysis includes the customer analysis, industry analysis and competitors analysis

#### **Financial management**

In the course, the student learns how to evaluate capital project investments using methods such as the payback period, ARR, NPV, IRR. Investment decisions are evaluated qualitatively and quantitatively. In addition, corporate taxes are determined based on income statement and taxing regulation.

**Organisation & CSR** builds on the CSR course offered in block 1. It is therefore expected that the students are familiar with the basic CSR terminology and principles. They are now ready to deepen their understanding of CSR by looking at sustainability from a strategic point of view. The students can recognize the importance of integrating sustainability and marketing 3.0 into the company's mission, vision, and values. They understand the importance of communicating the mission, vision and values to the company's key stakeholders: the customers, own employees and the shareholders. The students understand how and why marketing has evolved to focus on fulfilling the people's deeper needs in the social, cultural, and environmental domain (marketing 3.0). The students have formed an understanding of how brands can have impact on issues such as poverty, socio-cultural changes, and environmental sustainability.

#### 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 Exchange Programme Semester 2 (Spring)  
Marketing Management

### School(s)

School of Business, Marketing and Finance

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