

Course: Smart Marketing

credits: 5

Course code	CIVB22SMM
Name	Smart Marketing
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	O. Baart

Modes of delivery	Tutorial
Assessments	Smart Marketing - 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:

- Creativity
- Teamwork
- Initiative
- Adaptability
- Communication
- Sense of responsibility
- Commercial awareness
- Curiosity
- Critical thinking

Learning Outcomes:

The student:

- understands the relationship between business goals and campaign marketing goals and is able to develop campaign marketing goals.
- knows the metric and KPI selection options within different marketing channels and can relate these to their campaign marketing goals.
- can analyze marketing impact through tools like Google Analytics

Content

Level:

Introductory
Intermediate
Advanced

Content:

This course will be offered for the first time in the 2022-2023 academic year and is currently under development. The content of this course will appear on Blackboard before the start.

Literature/study materials:

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

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