

## Course: Integrated Project Assignment 1

credits: 5

<b>Course code</b>	CIVP19IPA1	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Integrated Project Assignment 1		Tutorial
<b>Study year</b>	2022-2023	<b>Assessments</b>	Integrated Project Assignment 1 - Other assessment
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	M. Stolyga		

### Learning outcomes

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

- give advice using the Marketing Mix model on the optimum choice of Products, Price, Place (distribution) and Promotion for a hypothetical international expansion of HEMA into a given national market.
- prepare a report detailing the research effort and findings that support the advice offered.
- present a coherent story of the offered advice to a management audience.

### Content

#### Level:

Introduction

#### Content:

Integrated Project Assignment 1 is a group project focusing on a real business case. Using the Marketing Mix (4P) model, student groups will conduct primary and secondary research to determine the optimum product mix, distribution channel, and price point. The group will also prepare a realistic and creative promotional advertisement for a channel of their choice. The project is assessed with a written report and a group presentation. The best presentation from each group will be asked to give a repeat presentation to, and receive constructive feedback from, a member of senior management of the participating company.

#### 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