

Course: Integrated Project Assignment 2

credits: 5

Course code	CIVP19IPA2	Modes of delivery	Lecture
Name	Integrated Project Assignment 2		Tutorial
Study year	2022-2023	Assessments	Integrated Project Assignment 2 - Other assessment
ECTS credits	5		
Language	English		
Coordinator	A.C. Otte		

Learning outcomes

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

1. define SMART goals that are relevant to the overall company goals as well as the campaign.
2. identify the relevant target audience, customer segments and build a complementary persona for a specific company or brand.
3. set up a customer journey and identify relevant touchpoints in the different stages of the customer journey for a specific persona to reach the set marcom objectives.
4. design an omnichannel content strategy and implement this by designing/developing seven touchpoints within the visual identify of the company.

Content

Level:

Introduction

Content:

Building on the introduction campaign students have done for the same company as in block 1, every group of students will design an integrated marketing communication and omnichannel content strategy with at least seven touchpoints in the different stages of the customer journey for a specific persona of the company.

Literature/study materials:

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

Included in programme(s)

Marketing Management

School(s)

School of Business, Marketing and Finance