

## Course: Marketing and Business Development

credits: 5

<b>Course code</b>	CIVP19MBD	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Marketing and Business Development		Tutorial
<b>Study year</b>	2022-2023	<b>Assessments</b>	Marketing and Business Development - Computer, organised by STAD examinations
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	C. Mesegu� Terradas		

### Learning outcomes

- .Upon successful completion of this course students will be able to:
1. understand the nature of assets, liabilities and equity, and their registration on financial statements.
  2. prepare and interpret changes in a Balance Sheet, Income Statement, and Cash Flow Statement.
  3. calculate and interpret a selection of financial ratios with regards to a company's financial health.
  4. understand the basic concepts related to new product development, product pricing and distribution.
  5. understand the basic concepts on sales and how to create competitive advantage.

### Content

#### Level:

Introduction

#### Content:

The course uses two topics to provide an inclusive view on marketing & business development:

#### **Marketing 3**

In this block we will look further into the creation of value-driven marketing strategy decisions as well as explore tactical marketing tools. To do that we will cover the following topics: product development, how to retain and capture value, understanding marketing channels, personal selling (an introduction to sales) and how to create a competitive advantage in the market. Together we will understand that a company's success do not depends only on how well it performs but also on how well its marketing strategy fully takes into consideration a wide variety of factors.

#### **Business investment**

The students learn the basics of financial statements and financial ratio's. Financial statements that are covered include the financing plan, the balance sheet, the cashflow statement and the income statement. The financial ratio's cover various topics such as solvency and liquidity.

#### 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