

Course: Marketing and Communication

credits: 5

Course code	CIVP19MCO	Modes of delivery	Lecture
Name	Marketing and Communication		Tutorial
Study year	2022-2023	Assessments	Marketing and Communication - Computer, organised by STAD examinations
ECTS credits	5		
Language	English		
Coordinator	M. Stolyga		

Learning outcomes

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

1. define and describe consumer and business markets and buyer behavior, including influencing factors and stages in the buyer decision process.
2. explain which digital marketing activities are relevant in each phase of the customer journey.
3. relate products, services and brands to the process of building customer value
4. understand the five promotion mix tools and their place in an Integrated Marketing Communications.

Content

Level:

Introduction

Content:

The course uses three topics to provide an inclusive view on Marketing & communication:

1. In this course, we will discuss the basics of marketing communication and the following questions will be answered:
 - What is the promotion mix?
 - What is Integrated marketing communications?
 - What is the importance of market segmentation, choosing a target group and making personas?
 - What is a customer journey and what stages do customers go through?
 - What is content marketing and an omnichannel strategy?
 - What promotion instruments and tools exist and how to choose the right promotion mix?
 - What is the role of direct, digital and mobile marketing

2. Digital marketing will be paid attention to, including the basics of website optimization, and measurement/analysis possibilities in Google Analytics.

3. The students will learn about consumer and business markets, and the way the buyers behave in these markets, including the various influencing factors and stages in the process. They will be taught the importance of a marketing strategy that is value-driven and how to relate the products, services and brands to customer value. The students will learn about the major trends in retailing and wholesaling, including the omnichannel format.

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

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