

Course: Marketing in a global world

credits: 5

Course code	CIVP19MGW
Name	Marketing in a global world
Study year	2022-2023
ECTS credits	5
Language	English
Coordinator	M. Stolyga

Modes of delivery	Lecture Tutorial
Assessments	Marketing in a global world - Computer, organised by STAD examinations

Learning outcomes

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

- define marketing, economics and the marketing process.
- understand the marketplace and customer value.
- analyse the global marketing environment and global economic development.
- define and discuss contemporary issues related to CSR.
- apply sustainable frameworks to create value for a company.

Content

Level:

Introduction

Content:

The course uses three topics to provide an inclusive view on marketing in a global world:

Marketing 1

Some of the main topics the Marketing 1 module addresses include value creation, building customer relations, creating the marketing mix, marketing research, the marketing environment and entering the global market.

Economics

In this introductory course in economics students will explore important topics such as the macro and micro-environment and how it influences a business, the impact of pricing on demand, the structure of markets, the 3 Ps (people, planet, profit), and types of business cycles.

CSR

In the CSR module the students will understand the role of Corporate Social Responsibility and Sustainability in the modern business environment. Beginning with general concepts and vocabulary, the course details the macro trends driving businesses towards more sustainable practices, then dives deep into the Circular Economy and a discussion of the United Nations Sustainable Development Goals.

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