

Course: Project Online Content Marketing

credits: 5

Course code	ICVP21CIB1	Modes of delivery	Assignment Project-based learning
Name	Project Online Content Marketing	Assessments	Online Content Marketing - Project - Other assessment Visual Communication 2 - Other assessment
Study year	2022-2023		
ECTS credits	5		
Language	English		
Coordinator	M.R. Wegman		

Learning outcomes

The following learning outcomes are developed at level 1:

1. Context and strategy:

The student identifies relevant developments for the organisation, monitors international and intercultural developments, and translates the implications into communication policy.

2. Target group and behavior:

The student investigates the needs and wishes of the target group, and understands the contextual/cultural factors that affect the behaviour of the target group.

3. Concept and creation:

The student elaborates a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.

The student chooses appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

Content

In today's complex information age, forward thinking communication professionals are continuously challenged to master the most demanding communication frontiers in creating engaging, strategic, and relevant content and information valued by their most important target groups, as well as making their client company stand out from the crowd. To this end, online marketing mix tools have an overwhelming impact on today's society and businesses.

The student finds out how online marketing can be instrumental in achieving organisational objectives in a relatively complex business context from a client's perspective. Therefore, the focus of the project is on equipping students with the basic tools needed to analyse marketing problems and to develop relevant online content.

Students work in project groups and assume the role of a marketing communication advisor for a real (inter)national client company. Their task is to scan and monitor existing online content related to one of the client's brands. Students carry out research to identify the most important market segments and the competitors. Subsequently, students develop target group profiles and brand positioning that is consistent with the core values of the client. In the final stage, students create content, making use of creative texts and visuals, and present their advice and content to the client.

Student reflects on their own learning process. By creating a development portfolio, the student develops his/her ambitions as junior communication professional, and discover what he/she wants to learn and should learn to successfully perform their (future) job as a communication professional.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT