Course: Marketing Communication and Research — credits: 5

Course code	ICVP14CIB2
Name	Marketing Communication and Research
Study year	2025-2026
ECTS credits	5
Language	English
Coordinator	I. Heegen

Modes of delivery	Guest lecture Lecture Tutorial
Assessments	Marketing Communication and Research - Computer, organised by STAD examinations

Learning outcomes

The following learning outcomes are developed at level 1:

2. Monitor developments in the professional field as well as in the national and international media landscape. Students are able to translate these insights into communication strategy.
5. Account for communication interventions based on knowledge, theory and research insights.

Content

This module equips the student with the basic concepts and knowledge needed to segment the market, carry out target group research for a brand, and translate research outcomes into clearly defined brand positioning. Also with the help of analytical tools. Special attention is devoted to the online media landscape and the components and importance of content strategy. Because companies operate in an international environment, students also receive an introduction to concepts on intercultural communication theory and explore the impact of culture on brand positioning.

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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