Course: Graduation Project — credits: 30

Course code	CIVB19AO
Name	Graduation Project
Study year	2026-2027
ECTS credits	30
Language	English
Coordinator	H.C. Kooi
Modes of delivery	Graduation project
Assessments	Graduation Project - Other assessment

Learning outcomes

Learning Outcomes:

After completing this course, the student can

- independently design a research plan for a client's defined marketing problem;
- independently prepare and conduct the research, including primary research supported by literature or desk research when required;
- interpret research results and formulate clear, evidence-based conclusions;
- provide written, well-substantiated advice to the client;
- present, explain and defend the research process, conclusions and advice to third parties.

Content

Content:

In this graduation course, you work independently on a clearly defined marketing, marketing communication or sales-related issue for an external organisation. You produce a professional advisory report (graduation thesis) supported by primary research and, where needed, literature or desk research.

You apply the full research cycle: analysing the problem, designing and conducting research, interpreting results and formulating actionable recommendations for the client. Your written work demonstrates analytical ability, methodological justification and clear communication of findings.

For the oral component, you defend your research approach and recommendations. You place your advice in a broader organisational and market context and answer questions professionally.

Written component:

Advisory report based on a defined marketing problem, supported by primary and secondary research.

Oral component:

Oral defence of research process, conclusions and advice.

Literature/study materials:

See Brightspace or intranet.

Prerequisites:

For credit prerequisites please check TER or Brightspace

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

share your talent. move the world.

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