Course: Integrated Project Assignment 7 — credits: 5

Course code	CIVB20IPA7
Name	Integrated Project Assignment 7
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	B.M.P. de Vreede
Modes of delivery	Tutorial
Assessments	Integrated Project Assignment 7 - Other assessment

Learning outcomes

Learning Outcomes

After successfully completing this course, the student is able to:

- transform an unstructured and non-specific problem into a structured problem statement, central research question, and sub-questions;
- generate and collect relevant data from both the external and internal environment using primary (field) and secondary (desk) research;
- describe and analyse the external and internal environment and draw conclusions regarding opportunities, threats, strengths, and weaknesses;
- apply marketing models, concepts, and theories correctly to the research context;
- evaluate the current situation (SWOT analysis), identify strategic marketing issues, and determine the gap between the current and desired situation.

Content

Content

In this course, you will work on a real-life strategic marketing problem. You follow a systematic approach to analyse the current situation.
You start by designing the research plan and then conduct both secondary and primary research to capture the full external and internal environment. Based on this research, you perform a thorough analysis, draw conclusions, and report the findings regarding possible strategies or an unchanged policy.
All research, analysis, and conclusions are documented in a structured research report. During the course, you are expected to apply marketing theories and models correctly and reflect critically on your findings. This approach enhances your analytical, strategic, and problem-solving skills.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management
International Marketing Management Exchange Programme
Semester 2 (Spring)

School(s)

Entrepreneurship, Communication & Marketing

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