Course: Integrated Project Assignment 8 credits: 5

Course code	CIVB20IPA8
Name	Integrated Project Assignment 8
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	B.M.P. de Vreede
Modes of delivery	Tutorial
Assessments	Integrated Project Assignment 8 - Other assessment

Learning outcomes

Learning Outcomes

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

- formulate strategic organizational and marketing decisions for a company and support these decisions with data from the external and internal environment.
- formulate tactical and operational marketing decisions for a company and substantiate these decisions using research and analysis;
- present and defend the final advice to the CEO and/or management of a company;
- reflect on their own behaviour, performance, and role in the project team.

Content

Content

In this course, you build on the results and conclusions from the marketing analysis conducted in the previous block. You provide a comprehensive set of marketing recommendations for the company at strategic, tactical and operational level.
All recommendations are supported by research findings, analysis, and relevant marketing models and theories. You will also integrate knowledge from brand management and online marketing. In addition, you analyse the internal and financial consequences of your advice.
After completing the report, you present and defend your recommendations to the company's management. You also reflect on the quality of your work, the team collaboration process, and your own contribution to the project.

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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