Hanze

Course: Marketing Analysis — credits: 5

Course code	CIVB22MKA
Name	Marketing Analysis
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M. Stolyga
Modes of delivery	Tutorial
Assessments	Corporate Social Responsibilty - Assignment - Other assessment Finance - Assignment - Computer, organised by STAD examinations Marketing Analysis - Assignment - Other assessment

Learning outcomes

Learning Outcomes

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

- analyse a company's brand mission and recommend improvements in line with Marketing 3.0 principles
- assess marketing project-related decisions based on period profit, cash flows, and net present value
- assess marketing campaign-related decisions based on relevant financial metrics
- apply and justify suitable marketing models from theory in external and internal analyses in a case situation
- use a systematic route to solve marketing challenges

Content

Content

This course uses three topics to provide a comprehensive view on market analysis.

Marketing, Sales & Communication

You will learn the theory for conducting internal and external analyses in preparation for a strategic marketing plan. Internal analysis includes a marketing audit to assess the company's marketing effectiveness. External analysis covers customer, industry, and competitor analysis. By using a structured system and tools based on marketing theory, you will understand the benefits of a systematic approach in solving marketing challenges.

Financial Management

You will learn which metrics evaluate digital marketing campaigns, marketing channels, and (capital) marketing projects. Metrics include conversion rates, customer acquisition cost, sales by channel, return on investment, payback period, and net present value. You will create a dashboard in Excel to transform inputs into actionable outputs.

Organisation & Corporate Social Responsibility (CSR)

Building on previous CSR knowledge, you will explore sustainability from a strategic perspective. You will understand how integrating sustainability and Marketing 3.0 principles into a company's mission, vision, and values affects stakeholders, including customers, employees, and shareholders. The course covers the evolution of marketing to address deeper social, cultural, and environmental needs and demonstrates how brands can impact poverty, sociocultural changes, and environmental sustainability.

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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