Course: Project Online Content Marketing — credits: 5

Course code	ICVP21CIB1
Name	Project Online Content Marketing
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	M.R. Wegman
Modes of delivery	Assignment Project-based learning
Assessments	Online Content Marketing - Project - Other assessment Visual Communication 2 - Other assessment

Learning outcomes

The following learning outcomes are developed at level 1:

1. The student identifies relevant developments for the organisation, monitors international and intercultural developments, and translates the implications into communication policy.
4. The student investigates the needs and wishes of the target group, and understands the contextual/cultural factors that affect the behaviour of the target group.
7. The student chooses appropriate channels and (digital) tools in order to deliver communication suitable for the target group.
8. The student creates relevant content tailored to the concept and the organisation's goals

Visual Communication
6. The student elaborates a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.
8. The student creates relevant content tailored to the concept and the organisation's goals

Content

In today's complex information age, forward thinking communication professionals are continuously challenged to master the most demanding communication frontiers in creating engaging, strategic, and relevant content and information valued by their most important target groups, as well as making their client company stand out from the crowd. To this end, online marketing mix tools have an overwhelming impact on today's society and businesses.

The student finds out how online marketing communications can be instrumental in achieving organisational objectives in a relatively complex business context from a client's perspective. Students work in project groups and assume the role of a marketing communication advisor for a real (inter)national client company. Their task is to scan and monitor existing online content related to one of the client's brands. Students carry out research to identify the most important market segments and the competitors. Subsequently, students develop target group profiles and brand positioning that is consistent with the core values of the client. In the final stage, students create content, making use of creative texts and visuals, and present their advice and content to the client.

In **Visual Communication,** students learn how to produce the content for their client. They learn the basics of photography, and of the programmes Adobe Photoshop and Adobe Lightroom. Storytelling also plays an important role in this block.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing

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