

Programme

Qualification awarded

Bachelor of Science

Length of the programme

48 months

ECTS credits

240

Level of qualification

Bachelor

Mode

Full-time

Language

English

School

School of Marketing
Management and Financial
Economic Management

Locations

Groningen

Marketing Management

Profile of the programme

To acquire the integrated competences in the areas of marketing, sales, organisation and communication, Marketing students are pragmatic and have excellent communication and social skills. They can solve problems, produce a marketing and business plan, present this plan in a professional manner and manage others, both independently and as part of a team. They have an excellent grasp of key market research methods and extensive knowledge of and insight into ICT. They also have the skills to translate this knowledge into activities at a strategic, tactical and operational level. Broad knowledge of economics, supported by management skills, forms the basis for their insightful approach to a wide range of professional situations. They can rapidly perform an accurate assessment of the individual or company they are dealing with. Their personal qualities include: ambition, perseverance, a focus on results, vision, team spirit, ability to cope with stress, an international outlook and efficiency both when working individually and as part of a group. These qualities enable them to rapidly, accurately and successfully translate clients' needs and desires into strategic commercial policy and operational action.

CE – Marketing Management Major

The core theme of the Marketing Management specialisation is marketing. Marketing is a way of thinking. Marketing students learn to base their approach on 'the wishes of the clients' and the needs of the market. They translate these wishes into a specific product or a specific service. The Marketing Management programme will teach you all about how to market products and how to do this as effectively and efficiently as possible.

Learning outcomes

The programme equips the student with the competences required of a professional in the field of Marketing. These are:

- **SETTING A COURSE;** The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE;** The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT;** Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING;** Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

Programme

Marketing Management

credits

Year 1 Marketing Management	60
□ Block 1: Marketing in a global world	15
▫ CIVP19MGW - Marketing in a global world	5
▫ CIVP19IPA1 - Integrated Project Assignment 1	5
▫ CIVP19SKI1 - Professional Skills 1	5
□ Block 2: Marketing and Communication	15
▫ CIVP19MCO - Marketing and Communication	5
▫ CIVP19IPA2 - Integrated Project Assignment 2	5
▫ CIVP19SKI2 - Professional Skills 2	5
□ Block 3: Working the Markets	15
▫ CIVP19MBD - Marketing and Business Development	5
▫ CIVP20IPA3 - Integrated Project Assignment 3	5
▫ CIVP19SKI3 - Professional Skills 3	5
□ Block 4: Customer Relations	15
▫ CIVP19SBD - Sales and Business Development	5
▫ CIVP19IPA4 - Integrated Project Assignment 4	5

▫ CIVP19SKI4 - Professional Skills 4	5
Year 2 Marketing Management	60
▫ Block 5: Consumer Behaviour	15
▫ CIVB20CSB - Consumer Behaviour	5
▫ CIVB20IPA5 - Integrated Project Assignment 5	5
▫ CIVB20SKI5 - Professional Skills 5	5
▫ Block 6: Marketing in a Digital World	15
▫ CIVB20OCM - Omnichannel Marketing	5
▫ CIVB20IPA6 - Integrated Project Assignment 6	5
▫ CIVB20SKI6 - Professional Skills 6	5
▫ Block 7: Marketing Planning	13
▫ CIVB20MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB20SKI7 - Professional Skills 7	3
▫ Block 8: International Marketing	12
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB20SKI8 - Professional Skills 8	2
▫ Elective Year 2	5
<i>one of following courses</i>	
▫ Elective Innovation Lab	5
▫ CIVB20INL - Innovation Lab	5
▫ Elective Change Management	5
▫ CIVB20CHM - Change Management	5
Year 3 Marketing Management	60
▫ Block 9: Marketingplanning; analysis	15
▫ CIVB20MKT1 - Marketing Planning Analysis	4
▫ CIVB18FAC - Financial Accounting	2
▫ CIVB20DST - Design Thinking	3
▫ CIVB18INT - International Dimension	3
▫ CIVB18CHM1 - Change Management 1	3
▫ Block 10: Marketingplanning; decisions	15
▫ CIVB18IPA10 - Integrated Project Assignment 10	3
▫ CIVB20MKT2 - Marketing Planning Decisions	4
▫ CIVB18BCO - Business Communication	2
▫ CIVB18RES1 - Research 1	2
▫ CIVB18CHM2 - Change Management 2	3
▫ CIVB18PD8 - Personal Development 8	1
▫ Block 11: Key-accountmanagement	15
▫ CIVB20KAM - Key-accountmanagement	6
▫ CIVB18BRM - Brand Management	2
▫ CIVB20CRM - Customer Relationship Management	2
▫ CIVB18RES2 - Research 2	2
▫ CIVB18CHM3 - Change Management 3	3
▫ Block 12: Marketingplanning; integrated market policy	15
▫ CIVB20MSC - Marketing, Sales and Communication	6
▫ CIVB20KFA - Key Functional Areas	4
▫ CIVB18PPC - Professional & Personal Communication	2
▫ CIVB18CHM4 - Change Management 4	3
Year 4 Marketing Management	60
▫ Blocks 13 and 14: Minor by choice	30
<i>electives</i>	
▫ Blocks 15 and 16: Graduation	30
<i>one of following courses</i>	
▫ Blocks 15 and 16: Graduation	30
▫ CIVB19AO - Graduation Project	30
▫ Blocks 15 and 16: Honour Graduation Project	30
▫ CIHH19HAO - Honours Graduation Project and Thesis	30

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