Hanze

Programme

Qualification awarded
Bachelor of Science

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Full-time

Language
Dutch, with parts in English

School
School of Business, Marketing and Finance

Locations
Groningen

Marketing Major Johan Cruyff Academy

Profile of the programme

To acquire the integrated competences in the areas of marketing, sales, organisation and communication, CE students are pragmatic and have excellent communication and social skills. They can communicate effectively in at least two foreign languages. 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 – Johan Cruyff Academy Major
This is a sports-marketing management programme that prepares students for top positions in the sports industry. Students have the opportunity to combine a professional sports career with a full-time programme. They spend three days a week at school and then study independently via the internet. This enables students to keep up with their studies even when they are competing or away training. The programme is an official learning route of the Marketing Management programme offered by Hanze University of Applied Sciences. Students enrolled for this programme are prepared for careers as marketeers and managers in the sports world.

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 Major Johan Cruyff Academy	**credits**
Year 1 Marketing Major JCA	60
Block 1: Market Orientation	*15*
CEVP20JCAONZ1 - Learning Line Research 1	*5*
CEVP20JCAMKT1 - Learning Line Marketing 1	*5*
CEVP20JCAPSG1 - Learning Line Personal Growth 1	*5*
Block 2: The Market Focused Organization	*15*
CEVP20JCAONZ2 - Learning Line Research 2	*5*
CEVP20JCAMKT2 - Learning Line Marketing 2	*5*
CEVP20JCAPSG2 - Learning Line Personal Growth 2	*5*
Block 3: Marketing Strategy	*15*
CEVP20JCAONZ3 - Learning Line Research 3	*5*
CEVP20JCAMKT3 - Learning Line Marketing 3	*5*
CEVP20JCAPSG3 - Learning Line Personal Growth 3	*5*

- Block 4: Customer Contact (operational) *15*
  - CEVP20JCAONZ4 - Learning Line Research 4 *5*
  - CEVP20JCAMKT4 - Learning Line Marketing 4 *5*
  - CEVP20JCAPSG4 - Learning Line Personal Growth 4 *5*

Year 2 Marketing Major JCA 60

- Block 5: The customer *15*
  - CEVB21JCAONZ5 - Learning Line Research 5 *5*
  - CEVB21JCAMKT5 - Learning Line Marketing 5 *5*
  - CEVB21JCAPSG5 - Learning Line Personal Growth 5 *5*
- Block 6: Sales (tactical) *15*
  - CEVB21JCAONZ6 - Learning Line Research 6 *5*
  - CEVB21JCAMKT6 - Learning Line Marketing 6 *5*
  - CEVB21JCAPSG6 - Learning Line Personal Growth 6 *5*
- Block 7 and 8: Work Placement (Operational / Tactical) *30*
  - CEVB21DOC - Start Document *3*
  - CEVB21STG - Report Company Assignment *24*
  - CEVB17PD7 - Personal Development 7 *3*

Year 3 Marketing Major JCA 60

- Block 09: Marketing Planning: Analysis (strategic) *15*
  - CEVB22JCAONZ9 - Learning Line Research 9 *5*
  - CEVB22JCAMKT9 - Learning Line Marketing 9 *5*
  - CEVB22JCAPSG9 - Learning Line Personal Growth 9 *5*
- Block 10: Marketing Planning: The Choices (strategic) *15*
  - CEVB22JCAONZ10 - Learning Line Research 10 *5*
  - CEVB22JCAMKT10 - Learning Line Marketing 10 *5*
  - CEVB22JCAPSG10 - Learning Line Personal Growth 10 *5*
- Block 11: Sales 2 (JCA strategic) *15*
  - CEVB22JCAONZ11 - Learning Line Research 11 *5*
  - CEVB22JCAMKT11 - Learning Line Marketing 11 *5*
  - CEVB22JCAPSG11 - Learning Line Personal Growth 11 *5*
- Block 12: Marketing planning; Integral Market-Oriented Policy (strategic) *15*
  - CEVB22JCAONZ12 - Learning Line Research 12 *5*
  - CEVB22JCAMKT12 - Learning Line Marketing 12 *5*
  - CEVB22JCAPSG12 - Learning Line Personal Growth 12 *5*

Year 4 Marketing Major JCA 60

- Blocks 13 and 14: Minor by choice *30*
  electives
- Blocks 15 and 16: Graduation *30*
  - CEVB15AO - Graduation Project *30*

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