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 Marketing and Communication Management

**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 – Marketing and Communication Management Major*
Marketing communication is key to the Marketing and Communication Management major. Important topics in this context are consumer behaviour and research, brand preferences and the effectiveness of the various media. The following questions often arise: where is promotion positioned in the overall marketing policy pursued by an organisation? How do organisations promote their products? How can tools like personal sales, advertising and PR be used to ensure that an organisation's goals are achieved as effectively as possible? With the above in mind, you will immerse yourself in both communication and marketing during the course of your study.

**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 Marketing and Communication Management** | **credits** |
|---|---|
| Year 1 Marketing Major MCM | 60 |
| Block 1: External environment | *15* |
| CEVP21ONZ1 - Domain Research 1 | *5* |
| CEVP21MKT1 - Domain Marketing 1 | *5* |
| CEVP21PPG1 - Domain Professional and personal growth 1 | *5* |
| Block 2: Internal environment | *15* |
| CEVP21ONZ2 - Domain Research 2 | *5* |
| CEVP21MKT2 - Domain Marketing 2 | *5* |
| CEVP21PPG2 - Domain Professional and personal growth 2 | *5* |
| Block 3: Marketing decisions | *15* |
| CEVP21ONZ3 - Domain Research 3 | *5* |
| CEVP21MKT3 - Domain Marketing 3 | *5* |
| CEVP21PPG3 - Domain Professional and personal growth 3 | *5* |

- Block 4: The Fair *15*
  - CEVP23ONZ4 - Domain Research 4 *5*
  - CEVP22MCMMKT4 - Domain Marketing 4 *5*
  - CEVP25PPG4 - Domain Professional and personal growth 4 *5*

Year 2 Marketing Major MCM 60

- Block 5: Market Research *15*
  - CEVB23ONZ5 - Domain Research 5 *5*
  - CEVB22MKT5 - Domain Marketing 5 *5*
  - CEVB22PPG5 - Domain Professional and personal growth 5 *5*
- Block 6: Marketing Communication (MCM Tactical) *15*
  - CEVB23MCMONZ6 - Domain Research 6 *5*
  - CEVB22MCMMKT6 - Domain Marketing 6 *5*
  - CEVB23PPG6 - Domain Professional and 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 MCM 60

- Block 09: Marketing Planning: Analysis (strategic) *15*
  - CEVB23ONZ9 - Domain Research 9 *5*
  - CEVB23MKT9 - Domain Marketing 9 *5*
  - CEVB23PPG9 - Domain Professional and personal growth 9 *5*
- Block 10: Marketing Planning: The Choices (strategic) *15*
  - CEVB23ONZ10 - Domain Research 10 *5*
  - CEVB23MKT10 - Domain Marketing 10 *5*
  - CEVB23PPG10 - Domain Professional and personal growth 10 *5*
- Block 11: Marketing Communication 2 (MCM Tactical) *15*
  - CEVB23MCMONZ11 - Domain Research 11 *5*
  - CEVB23MCMMKT11 - Domain Marketing 11 *5*
  - CEVB23MCMPPG11 - Domain Professional and personal growth 11 *5*
- Block 12: Marketing planning; Integral Market-Oriented Policy (strategic) *15*
  - CEVB23ONZ12 - Domain Research 12 *5*
  - CEVB23MKT12 - Domain Marketing 12 *5*
  - CEVB23PPG12 - Domain Professional and personal growth 12 *5*

Year 4 Marketing Major MCM 60

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

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