Hanze

Minor

Qualification awarded
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Length of the programme
6 months

ECTS credits
30

Level of qualification
Bachelor

Mode
Dual

Language
Dutch, with parts in English

School
School of Business, Marketing and Finance

Locations
Groningen

Minor Entrepreneurship and Culture

Profile of the programme

This minor is designed to expand your theoretical and practical knowledge of online marketing.

The programme will start with a web store simulation (Magento), during which you will learn to use Google Analytics and Adwords. You will then work in teams to apply this knowledge in practice, developing an online marketing strategy for a regional SME. You will implement the campaigns developed by your group and make adjustments where necessary. The participating businesses will invest in a marketing budget, which must be used as effectively as possible.

How can you attract more customers to the website? How can you increase conversion rates? Most importantly: how do you build up a reliable image as an online consultant, ensuring that the client heeds your advice?

You will develop your online marketing skills as you work for real clients under the supervision of experienced coaches.

You will acquire theoretical knowledge on Google Analytics, SEA, SEO, display advertising, social marketing, remarketing and conversion optimisation in preparation for obtaining your Google Analytics and Fundamentals certificates.

Learning outcomes

- You are able to analyse a client's marketing needs and translate these into an online strategy that helps reach their customers with optimal efficiency.
- You are able to translate the client's online strategy into a campaign design which you then implement, evaluate and adjust to achieve the set goals.
- You are able to apply recent theoretical knowledge and research data (online dashboard) to formulate substantiated proposals for future activities and customer targeting efforts.
- You are able to apply customer-oriented reporting to generate support amongst internal and external stakeholders.
- You are able to value your contribution to the team accurately and reflect on your professional development within a specific online marketing context.
- Subsequently, you are able to obtain your Google certificates on the basis of your newly acquired theoretical knowledge.

Programme

Minor Entrepreneurship and Culture	**credits**
Entrepreneurship and Culture	30
▫ CELB23MVK - Market Exploration/Potential	*5*
▫ CELB23PTT - Prototype	*10*
▫ CELB23BDB - Company Visits	*5*
▫ CELB23PDT - Product Testing	*5*
▫ CELB23EPD - End Product	*5*

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