Hanze

Programme

Qualification awarded
Bachelor of Science

Length of the programme
48 months

ECTS credits
240

Level of qualification
Bachelor

Mode
Dual

Language
Dutch, with parts in English

School
Entrepreneurship, Communication & Marketing

Locations
Groningen

Marketing

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.

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.

21st-century skills:

The programme strengthens the student's skills in:

- creativity
- teamwork
- initiative
- perseverance
- adaptability
- communication
- sense of responsibility
- commercial awareness
- leadership
- curiosity
- critical thinking

Programme

Marketing	**credits**
Year 1 Marketing	60
Block 1 and 2: Market analysis	*30*
CELP25GOM - Group assignment Market analysis	*10*
CELP25SPF1 - Skills portfolio 1	*10*
CELP25MKT1 - Marketing 1	*5*
CELP25ONZ - Research	*5*
Block 3 and 4: Product development	*30*
CELP25GOP - Group assignment Product development	*10*

- CELP25SPF2 - Skills portfolio 2 *10*
- CELP25MKT2 - Marketing 2 *5*
- CELP25CCC - Commercial calculations *5*

Year 2 Marketing 60

- Blocks 5 and 6: Business Analysis *30*
  - CELB26GIM - Group Assignment Innovation Management *10*
  - CELB26OGM - Individual Assignment Integrated Marketing Communication *10*
  - CELB26SPF3 - Skills portfolio 3 *5*
  - CELB26BMO - Business Model and Organisation *5*
- Blocks 7 and 8: Company Analysis *30*
  - CELB26OSM - Individual Assignment in Sales Management *10*
  - CELB26SVH - Sales Skills *5*
  - CELB26SPF4 - Skills portfolio 4 *5*
  - CELB26SLS - Sales *5*
  - CELB26ARM - Account & Relationship Management *5*

Year 3 Marketing 60

- Block 9 and 10: Marketing strategy *30*
  - CELB22PFI7 - Professional Identity 7 *5*
  - CELB22ALO7 - ALO Marketing Strategy *5*
  - CELB22CMM - Corporate Management and Marketing Strategy *5*
  - CELB23LSC - Leadership and Culture *5*
  - CELB22FMR - Financial Management and Law *5*
  - CELB22INM - Innovation Management *5*
- Block 11 and 12: Marketing advice and execution *30*
  - CELB22PFI8 - Professional Identity 8 *5*
  - CELB22ALO8 - ALO Marketing Execution Plan *5*
  - CELB22OMC - Online and Offline Marketing Communication *5*
  - CELB22BSM - Business marketing and sales management *5*
  - CELB22BCT - Business Controlling *5*
  - CELB22TVM - Transformation and change management *5*

Year 4 Marketing 60

- Block 13 and 14: Entrepreneurship and Culture *30*
  - CELB23MVK - Market Exploration/Potential *5*
  - CELB23PTT - Prototype *10*
  - CELB23BDB - Company Visits *5*
  - CELB23PDT - Product Testing *5*
  - CELB23EPD - End Product *5*
- Block 15 and 16: Graduation *30*
  - CEXB26AO - Graduation Project *30*

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