Hanze

Minor

Qualification awarded
-

Length of the programme
6 months

ECTS credits
30

Level of qualification
Contract

Mode
Full-time

Language
English

School
Entrepreneurship, Communication & Marketing

Locations
Groningen

International Marketing Management Exchange Programme Semester 2 (Spring)

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.

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. They do this based on their vision, the opportunities they identify in the market, and the long term competitive advantage of the organisation they work for. Because they do not operate in 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 the client, the organisation, and society. They do this based on an analysis of data and research, with the aim of understanding actual client behaviour. They are able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT**
  Through co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. They anticipate and/or initiate change and gain the support of stakeholders throughout the development process.
- **IMPLEMENTING**
  Based on the developed concept, the Marketing professional produces a sustainable marketing product, sub-product, or service for existing and potential stakeholders. The Marketing professional proposes creative solutions, facilitates parts of the implementation process, shows perseverance, and takes financial responsibility to achieve the desired commercial result together with internal and external partners. They secure stakeholder commitment during implementation.

Programme

International Marketing Management Exchange Programme Semester 2 (Spring)	**credits**
Semester 2 Exchange Students	25
CIVB22MKA - Marketing Analysis	*5*
CIVB20IPA7 - Integrated Project Assignment 7	*5*
CIVB26EPI6 - Professional Identity 6	*3*
CIVB20STM - Strategic Marketing	*5*
CIVB20IPA8 - Integrated Project Assignment 8	*5*
CIVB26PI7 - Professional Identity 7	*2*
Electives	5
one of following courses	
Elective Innovation Lab	*5*
selection of following courses	
CIVB24INL - Innovation Lab	*5*

- Elective Change Management 5

  selection of following courses

  - CIVB20CHM - Change Management 5

share your talent. move the world.

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.