

Vak: Marketing Communication and Research

credits: 5

Vakcode	ICVP14CIB2	Werkvormen	Gastcollege
Naam	Marketing Communication and Research		Hoorcollege
Studiejaar	2022-2023		Werkcollege
ECTS credits	5	Toetsen	Marketing Communication and Research -
Taal	Engels		Computer, organisatie ToetsCentrum
Coördinator	K.F. Drozd		

Leeruitkomsten

The following learning outcomes are developed at level 1:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.
5. Account for communication interventions based on knowledge, theory and research insights.

Inhoud

This module equips the student with the basic concepts and knowledge needed to segment the market, carry out target group research for a brand, and translate research outcomes into clearly defined brand positioning. Special attention is devoted to the online media landscape and the components and importance of content strategy. Because most companies operate in an international environment, students also receive an introduction to concepts on intercultural communication theory and explore the impact of culture on brand positioning. Students are trained in the use of professional analytical tools and monitoring software for online media.

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT

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