Vak: Project Online Content Marketing   credits: 5

Vakcode	ICVP21CIB1	**Werkvormen**	Opdracht
Naam	Project Online Content Marketing		Projectonderwijs
Studiejaar	2022-2023		
ECTS credits	5	**Toetsen**	Online Content Marketing - Project - Overige toetsing
Taal	Engels		Visual Communication 2 - Overige toetsing
Coördinator	M.R. Wegman		

Leeruitkomsten

The following learning outcomes are developed at level 1:

1.1. The student identifies relevant developments for the organisation, monitors international and intercultural developments, and translates the implications into communication policy.

2.4. The student investigates the needs and wishes of the target group, and understands the contextual/cultural factors that affect the behaviour of the target group.

3.6. The student elaborates a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.

3.7. The student chooses appropriate channels and (digital) tools in order to deliver communication suitable for the target group.

Inhoud

In today's complex information age, forward thinking communication professionals are continuously challenged to master the most demanding communication frontiers in creating engaging, strategic, and relevant content and information valued by their most important target groups, as well as making their client company stand out from the crowd. To this end, online marketing mix tools have an overwhelming impact on today's society and businesses.

The student finds out how online marketing can be instrumental in achieving organisational objectives in a relatively complex business context from a client's perspective. Therefore, the focus of the project is on equipping students with the basic tools needed to analyse marketing problems and to develop relevant online content.

Students work in project groups and assume the role of a marketing communication advisor for a real (inter)national client company. Their task is to scan and monitor existing online content related to one of the client's brands. Students carry out research to identify the most important market segments and the competitors. Subsequently, students develop target group profiles and brand positioning that is consistent with the core values of the client. In the final stage, students create content, making use of creative texts and visuals, and present their advice and content to the client.

In **Visual Communication,** students learn how to produce the content for their client. They learn the basics of photography, and of the programmes Adobe Photoshop and Adobe Lightroom. Storytelling also plays an important role in this block.

Important questions are: What are the success factors for the use of visual imagery? For which channels do you design your content? What will your brand story be? What are the properties of a brand story? And how do you transform this brand story into attractive media?

Opgenomen in opleiding(en)

International Communication

School(s)

Instituut voor Communicatie, Media & IT