Vak: Marketing Communication and Research — credits: 5

Vakcode	ICVP14CIB2	**Werkvormen**	Gastcollege Hoorcollege Werkcollege
Naam	Marketing Communication and Research		
Studiejaar	2026-2027		
ECTS credits	5	**Toetsen**	Marketing Communication and Research - Computer, organisatie ToetsCentrum
Taal	Engels		
Coördinator	F. Romagnoli		

Leeruitkomsten

The following learning outcomes are developed at level 1:

2. Monitor developments in the professional field as well as in the national and international media landscape. Students are able to translate these insights into communication strategy.
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. Also with the help of analytical tools. Special attention is devoted to the online media landscape and the components and importance of content strategy. Because 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.

Opgenomen in opleiding(en)

International Communication

School(s)

Ondernemen, Communicatie & Marketing

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