



Hanze
University of Applied Sciences
Groningen

Course Descriptions

Exchange Programme

School of Marketing Management

Autumn Semester 2019-2020

Appendix Teaching and Examination Regulations (TER)
School of Marketing Management

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PERIOD 1 – BLOCK 9

Block 9 – block: Marketingplanning; analysis

Block 9 – Marketingplanning; Analysis

Field name	Description
Title	Marketingplanning; Analysis
Code	CIVB18MKT1
Academic year	2019/2020
Study load	4 ECTS
Competencies	<ul style="list-style-type: none"> – SWOT analysis. On the one hand, determining the strengths and weaknesses of a company based on the internal company processes and culture, as part of the shared/intrinsic values. On the other hand, determining the chances and threats on the local, national and/or international market based on relevant national and international trends. (DC03) – Communicating in at least one foreign language while taking cultural differences into account. (DC07) – Managing a project, business unit, business processes or a business. (DC09) – Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11)
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management – Optional for Exchange students
Prerequisites	
Level	Intermediate/advanced
Learning Outcome	<p>After finishing this course you're able to:</p> <ol style="list-style-type: none"> 1. To transform an unstructured and not specific problem into a structured and specific formulated problem statement, central research question and sub research questions 2. Generate data from the external and internal environment with field and desk research (see also block 5) 3. Describe, analyse and adapt the strategic framework of a company 4. Describe and analyse the external environment and draw conclusions as opportunities and threats 5. Describe and analyse the internal environment and draw conclusions as strengths and weaknesses 6. Using different marketing models, concepts and/or theories in a correct way 7. Collect general laws of marketing, based on research, and value those laws 8. Make an operational plan and execute that plan how to acquire a company for the integrated project assignment 9. Make a research proposal as preparation for conducting field and desk research 10. Conduct field and desk research
Content	In this course the student learns how to apply and execute the first part of the marketing planning process: the analysis. Based on the approach of Describe -> Analysis -> Conclude (DAC method), the student learns to use different models to analyze the external environment, from macro to micro (e.g. the customer analysis), and the internal environment, also from macro to micro (e.g. the marketing audit) and are capable to draw conclusions in the form of opportunities, threats, strengths and weaknesses. Furthermore they will acquire a company as a vehicle for their IPA. In this course the students are asked to do some preparation for the IPA, e.g. writing a research proposal and conduct some desk research
Type of course	<ul style="list-style-type: none"> – Lecture / seminars – Project learning
Assessment type(s)	<ul style="list-style-type: none"> – Participation / attendance – Report – Written exam
Costs	See the reading list on the intranet page of your programme under Practical matters.
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).	

Title	Author	ISBN/ code school	Compulsory or recommended	remarks
Marketing Management, a relationship approach	S. Hollensen	9780273778851	C	third edition
Fundamentals of strategy	G. Johnson	9781292017211	C	third edition
How Brands Grow	B. Sharp	9780195573565	C	None
Club Oceans	Edwin v/d Woude		C	Canonshop
Language	English			
Contact	Mr. J. Hummel, e-mail: j.hummel@pl.hanze.nl			
Year of study	3			
Period	1			
Position in the curriculum	3.1			

Block 9 – Financial Accounting

Field name	Description			
Title	Financial Accounting			
Code	CIVB18FAC			
Academic year	2019/2020			
Study load	2 ECTS			
Competencies	<ul style="list-style-type: none"> – Developing and maintaining business relations for the benefit of purchasing, sales and service. (DC06) – Managing a project, business unit, business processes or a business. (DC09). 			
Group aimed at	Compulsory for students major CI-Marketing Management Optional for Exchange students			
Prerequisites	None			
Level	Intermediate			
Learning Outcome	<p>After finishing this course you are able to:</p> <ol style="list-style-type: none"> 1. draw up financial statements like a balance sheet, income statement and cash flow statement; 2. read and understand financial statements; 3. work out financial ratios; 4. assess the financial structure of a company based on relevant financial information; 5. assess capital budget decisions based on period profit, cash flows and net present value; 6. draw up a budget as a tool for the planning and control of business activities using variance analysis. 			
Content	In this course the student learns to draw up financial statements and financial ratio's in order to understand them to assess the financial situation of a company. In addition the student learns how to assess capital budget decisions based on several calculation methods. To monitor business activities the student also learns about budgeting and controlling them.			
Type of course	Lecture / seminars			
Assessment type(s)	Written exam			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
Basics of Financial Management, 3rd edition	R. Brouwers e.a.	978-90-01-83914-7	C	Website: http://ho.noordhoff.nl/boek/basics-of-financial-management
Exercises for Basics of Financial Management, 2nd edition	R. Brouwers e.a.,	978-90-01-83912-8	C	Website: http://ho.noordhoff.nl/boek/basics-of-financial-management
Answers and solutions for Basics of Financial Management, 1 ^e edition	R. Brouwers e.a.	978-90-01-83946-8.	R	None
Language	English			

Details	
Contact	Mr. M. Chance, e-mail: m.a.chance@pl.hanze.nl
Year of study	3
Period	1
Position in the curriculum	3.1

Block 9 – Design Thinking

Field name	Description
Title	Design Thinking
Code	CIVB18DST
Academic year	2019/2020
Study load	3 ECTS
Competencies	<ul style="list-style-type: none"> – Business skills. Independently and enterprisingly initiating and creating products and services (DC01) – Market research. Designing, implementing, interpreting, testing and evaluating market research (DC02) – Managing a project, business unit, business processes or a business. (DC09) – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) – Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11)
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management – Optional for Exchange students
Prerequisites	
Level	Intermediate
Learning Outcomes	<p>Having completed this course you will be able to:</p> <ol style="list-style-type: none"> 1. Develop an innovation/prototype for an organization, based on problem-solving of customer needs and experiences and matching with organization goals; 2. Apply an agile innovation tool (Design Thinking) in a real situation case; 3. Describe, show and evaluate how the five steps of Design thinking are used for the development of an innovative idea and underpin the chosen prototype; 4. Give a professional and attractive pitch presentation in the English language; 5. Reflect on the personal development of important skills for innovation (entrepreneurial skills, team work, flexibility and creativity).
Content	<p>Innovation starts with 100% uncertainty. Out of every 3000 innovative ideas, there is only one succeeding! Design Thinking helps to navigate from problem to innovative solution. Whether it's a business case, a product, customer issue or technology.</p> <p>Design thinking refers to creative strategies designers use during the process of designing or as a problem solving solution. It is also an approach to resolve issues outside of professional design practice, such as in business and social contexts. Design thinking in business uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.</p> <p><i>"The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out. Every mind is a building filled with archaic furniture. Clean out a corner of your mind and creativity will instantly fill it. Once you get old ideas out of your mind, new ones come automatically."</i> Businessman Dee Hock</p> <p>To navigate from problem to solution, you will take following steps: Empathize, Define (observe and learn), Ideate, Prototype, Test, Implement.</p> <p>During this course, students will develop an innovation/prototype for an organization, based on problem-solving or customer needs, matching with the objectives of the organisation. Students will perform as a group and use the method of Design Thinking to come to a solution in form of a prototype. The individual student will have to be able to reflect on his or her own competence in this, for students, new way of the problem solving process.</p>
Type of course	<ul style="list-style-type: none"> – Seminars – Project learning
Assessment type(s)	<ul style="list-style-type: none"> – Participation / attendance – Presentation – Report
Costs	See the reading list on the intranet page of your programme under Practical matters.
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).	

Title	Author	ISBN/ code school	Compulsory or recommended	remarks
Innovation Maze	Gijs van Wulfen	9789063694104	R	None
The innovation expedition	Gijs van Wulfen	9789063693138	R	None
Language	English			
Contact	Ms A.C. Otte, e-mail: a.c.otte@pl.hanze.nl			
Year of study	3			
Period	1			
Position in the curriculum	3.1			

Block 9 – International Dimension

Field name	Description			
Title	International Dimension			
Code	CIVB18INT			
Academic year	2019/2020			
Study load	3 ECTS			
Competencies	<ul style="list-style-type: none"> – Marketing. Developing marketing policy for a national or international business and the ability to substantiate the choices that were made. (DC04) – Marketing communication. Online and offline communication with marketing target groups (DC08) 			
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management – Optional for Exchange students 			
Prerequisites				
Level	Intermediate			
Learning Outcome	<p>The student:</p> <ol style="list-style-type: none"> 1. Compares and contrasts international marketing strategies for different types of markets to justify companies' choices., 2. Debates about the role of internationalization in the board room and describes ways how to be accountable as marketer, 3. Appraises market entry strategies chosen by various types of firms, 4. Questions and integrates perspectives on international marketing strategy, 5. Analyses how competitive advantage may be achieved or sustained. 			
Content	The course will deal with the following topics: Internationalization theories, Marketing in the board room, standardization versus adaptation, marketing internationally to various markets (developing, emerging, BoP, advanced), and competitive advantage, SMTs versus multinationals and innovation.			
Type of course	Lecture / seminars			
Assessment type(s)	<ul style="list-style-type: none"> – Presentation – Written examination on peer-reviewed articles and case studies 			
Costs	See the reading list on the intranet page of your programme under Practical matters. The peer reviewed journal articles are available from the Hanze library. The student will purchase the required cases from the website: www.casecentre.org . The price ranges between 5-7euro per case.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
			C/R	
Language	English			
Contact	Ms J. Kets, e-mail: j.kets@pl.hanze.nl			
Year of study	3			
Period	1			
Position in the curriculum	3.1			

Elective Block 9 – Change Management 1

Field name	Description			
Title	Change Management 1			
Code	CIVB18CHM1			
Academic year	2019/2020			
Study load	3 ECTS			
Competencies	<ul style="list-style-type: none"> – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) – Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11) 			
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management – Optional for Exchange students 			
Prerequisites				
Level	Intermediate			
Learning Outcomes	<ol style="list-style-type: none"> 1. Appoint several perspectives of organizing (change); 2. Able to apply Organisation theory of Change Management into Organisational change by using 7S model of McKinsey; 3. Able to apply perspectives of organisational change into types of Organisations; 4. Able to know (at least) four types of Organisation Cultures by using characteristics of organisations; 5. Able to reflect critically on used theories, changes identified and come with insights that might be new. 			
Content	<p>A rapid changing world emerges; organizations need to change along to survive. Sounds easy, but is more complex than people think. Many projects of change fail and lead to frustration and costs, and sometimes even companies stops existing. How can an organization keep everyone on board and guide them to a new future? In this block a focus on organizations itself and external forces: different types, cultures. So an internal perspective of organizations, combined with reasons why to change</p>			
Type of course	<ul style="list-style-type: none"> – Assignment – Lecture / seminars 			
Assessment type(s)	<ul style="list-style-type: none"> – Assignments – Participation / attendance – Portfolio assessment – Works professionally 			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	Remarks
			C/R	
Language	English			
Details				
Contact	Mr. H. Meijer, e-mail: ha.meijer@pl.hanze.nl			
Year of study	3			
Period	1			
Position in the curriculum	3.1			

Elective Block 9 – Business Communication English 1

Field name	Description
Title	Business communication English 1
Code	CIVB19BCE1
Academic year	2019/2020
Study load	3 ECTS
Competencies	<ul style="list-style-type: none"> – Developing and maintaining business relations for the benefit of purchasing, sales and service. (DC06) – Communicating in at least one foreign language while taking cultural differences into account. (DC07) – Marketing communication. Online and offline communication with marketing target groups (DC08) – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) – Competence 21 = 21st century skills – international communication
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management (in year 1) – Elective for exchange students
Prerequisites	B1 level English (Common European Framework of Reference)
Level	Introductory / Intermediate
Learning Outcomes	<p>Having finished the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Give a presentation, in efficient collaboration within a culturally mixed team, about the recommendations resulting from the Integrated Assignment in understandable, grammatically correct English, using audio-visual equipment, in a professional environment (Comp. 6, 7, 8, 10 and 21) 2. Show an increased range of vocabulary related to the field of Marketing and Economics (Comp. 7) 3. Implement basic grammar structures in active sentences (Comp. 7) 4. Properly pronounce a wide range of professional vocabulary (Comp. 7) 5. Identify and describe how to write a basic report regarding recommendations emanating from research done for a particular enterprise, following APA guidelines (Comp. 8)
Content	<ul style="list-style-type: none"> – English as a foreign language: Grammar (active tenses/modals); Vocabulary (marketing-related); Pronunciation – Business Communication: Presentation related to Integrated Project Assignment; report guidelines; how to formulate recommendations – 21st century skills: Intercultural communication; cultural aspects of Britain
Type of course	<ul style="list-style-type: none"> – Lecture / seminars – Problem based learning – Practical / skill training – Tutorials
Assessment type(s)	<ul style="list-style-type: none"> – Oral exam – Participation / attendance – Presentation – Written exam
Costs	See the reading list on the intranet page of your programme under Practical matters.
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).	

Title	Author	ISBN/ code school	Compulsory or recommended	remarks
Business Grammar Builder	Paul Emmerson	978-0-2307-32544-4	C	Intermediate to upper-intermediate B1/B2 level
Cross-Cultural Communication	Anka Jacobs	978-90-01-80777-1	R	Can be used for other courses as well
BCE1	Aldea c.s.	Blackboard site	C	All material required for the course, including exercises
Language	English			
Contact	Ms. L. Aldea, e-mail: r.aldea@pl.hanze.nl			
Year of study	3			
Period	1 and 3			
Position in the curriculum	3.1 and 3.3			

PERIOD 2 – BLOCK 10

Block 10 – block: Marketingplanning; decisions

Block 10 – Integrated Project Assignment 10

Field name	Description
Title	Integrated Project Assignment 10
Code	CIVB18IPA10
Academic year	2019/2020
Study load	3 ECTS
Competencies	<ol style="list-style-type: none"> 1. Market research. Designing, implementing, interpreting, testing and evaluating market research (DC02) 2. SWOT analysis. On the one hand, determining the strengths and weaknesses of a company based on the internal company processes and culture, as part of the shared/intrinsic values. On the other hand, determining the chances and threats on the local, national and/or international market based on relevant national and international trends. (DC03) 3. Marketing. Developing marketing policy for a national or international business and the ability to substantiate the choices that were made. (DC04) 4. Marketing. Designing, implementing, adjusting and evaluating plans based on the marketing policies. (DC05) 5. Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10)
Group aimed at	Compulsory for students major CI-Marketing Management Optional for Exchange students
Prerequisites	
Level	Intermediate/advanced
Learning Outcome	<p>After finishing this course you're able to:</p> <ol style="list-style-type: none"> 1. Conduct field and desk research 2. Analyse the current situation of a company based on the generated data from the external and internal environment (see also block 9 marketing 1) 3. Formulate strategic organisation and marketing decisions for a company and motivate the decisions with the data from the external and internal environment, including specific and general laws of marketing, the strategic framework and organisational- and marketing objectives 4. Formulate tactical and operational marketing decisions for a company and motivate the decisions 5. Present and defend the final advice to the CEO and/or management of a company 6. Reflect on own behaviour and performance
Content	<p>In this course the student learns to apply the content of the courses marketing planning: the analysis and marketing planning, the decisions, for a real life situation, a company they have acquired in block 9 (marketing planning: the analysis). They have to conduct a research to describe the complete external and internal environment. Basis on that research they have to conduct a thorough analysis, leading to conclusions, finally the result when chosen for unchanged policy. This forms the foundation of the advice they have to give to the company. The advice contains decisions at strategic level. (Organizational and marketing), tactical and operational level (both only for marketing). After finishing the report the students have to defend it (individually) and they have to present to the company.</p>
Type of course	<ul style="list-style-type: none"> – Assignment – Problem based learning (PBL) – Project learning
Assessment type(s)	<ul style="list-style-type: none"> – Oral exam – Report
Costs	See the reading list on the intranet page of your programme under Practical matters.

Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).

Title	Author	Title	Author	Title
Language	English			
Contact	Mr.. J. Hummel, e-mail: j.hummel@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Block 10 – Marketingplanning; Decisions

Field name	Description			
Title	Marketingplanning; Decisions			
Code	CIVB18MKT2			
Academic year	2019/2020			
Study load	4 ECTS			
Competencies	<ul style="list-style-type: none"> – Market research. Designing, implementing, interpreting, testing and evaluating market research (DC02) – SWOT analysis. On the one hand, determining the strengths and weaknesses of a company based on the internal company processes and culture, as part of the shared/intrinsic values. On the other hand, determining the chances and threats on the local, national and/or international market based on relevant national and international trends. (DC03) – Marketing. Developing marketing policy for a national or international business and the ability to substantiate the choices that were made. (DC04) – Marketing. Designing, implementing, adjusting and evaluating plans based on the marketing policies. (DC05) 			
Group aimed at	Compulsory for students major CI-Marketing Management Optional for Exchange students			
Prerequisites				
Level	Intermediate/advanced			
Learning Outcomes	<p>Learning outcomes After finishing this course you're able to:</p> <ol style="list-style-type: none"> 1. Conduct a confrontation analysis and with the outcome of that analysis, draw the right conclusions for the current situation, including the expected results when chosen for an unchanged policy 2. Make a decision about the desired situation formulated in SMART terms 3. Formulate strategic organisation and marketing decisions for a company and to motivate the decisions with the data from the external and internal environment, including specific and general laws of marketing, the strategic framework and organisational- and marketing objectives 4. Formulate tactical and operational marketing decisions for a company and motivate the decisions 5. Integrate developments of corporate social responsibility in useful marketing decisions of a company 6. Integrate online developments in the process of marketing planning 7. Integrate the interfaces between marketing and the other functional areas in the process of marketing planning 			
Content	In this course the student learns how to apply and execute the second part of the marketing planning process: the decisions. They start with the confrontation analysis (based on the results of marketing planning: the analysis). After that the student learns how to generate and motivate decisions at strategic level (organizational and marketing), tactical and operational level (both only for marketing). For all the different levels the students learn to use different models			
Type of course	<ul style="list-style-type: none"> – Lecture / seminars – Presentations 			
Assessment type(s)	<ul style="list-style-type: none"> – Participation / attendance – Presentation – Written exam – Paper 			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	Title	Author	Title

Marketing Management, a relationship approach, third edition	S. Hollensen	Marketing Management, a relationship approach, third edition	S. Hollensen	Marketing Management, a relationship approach, third edition
Fundamentals of strategy, third edition	G. Johnson	Fundamentals of strategy, third edition	G. Johnson	Fundamentals of strategy, third edition
Club Oceans	Edwin v/d Woude	Club Oceans	Edwin v/d Woude	Club Oceans
Language	English			
Contact	Mr. J. Hummel, e-mail: j.hummel@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Block 10 – Business Communication

Field name	Description			
Title	Business Communication			
Code	CIVB18BCO			
Academic year	2019/2020			
Study load	2 ECTS			
Competencies	<ul style="list-style-type: none"> – Marketing communication. Online and offline communication with marketing target groups (DC08) – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) 			
Group aimed at	Compulsory for students major CI-Marketing Management Optional for Exchange students			
Prerequisites				
Level	Intermediate			
Learning Outcomes	<p>The student can</p> <ul style="list-style-type: none"> – recognize and assess various corporate texts and mention it's goals for both internal and external stakeholders; – write and design purpose and target group-oriented texts on a strategic level, that are relevant and usable in practice; a corporate story, corporate advertorial, an article for a magazine for relations and a management speech. 			
Content	<p>Goal- and target group-oriented writing while making tactical and strategical choices plays a central role in BCE block 10. During four practical classes students work on their writing assignments in half classes, under supervision of a teacher who will be present as a writing coach. The assignments consist of a corporate story, a corporate advertorial, an article for a magazine for relations and a management speech.</p> <p>The student practices writing skills on a strategic level, by creating four written means of corporate communication. The purpose and content of the writing assignments are consistent with and relevant for the IPA company and 'Bunq'.</p>			
Type of course	<ul style="list-style-type: none"> – Lecture / seminars – Practical / skill training – Tutorials 			
Assessment type(s)	Portfolio assessment			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
			C/R	
Language	English			
Contact	Ms T.M. Winter, e-mail: t.m.winter@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Block 10 – Research 1

Field name	Description			
Title	Research 1			
Code	CIVB18RES1			
Academic year	2019/2020			
Study load	2 ECTS			
Competencies	– Market research. Designing, implementing, interpreting, testing and evaluating market research (DC02)			
Group aimed at	Compulsory for students major CI-Marketing Management Optional for Exchange students			
Prerequisites				
Level	Advanced			
Learning Outcomes	<ol style="list-style-type: none"> 1. Translates a marketing problem into a feasible research question; 2. Appreciate marketing research as a process that involves a sequence of activities, each compatible with the preceding activities; 3. Understands of the strengths and weaknesses of alternative research designs; 4. Uses the many sources of marketing information and the various means for gathering such information; 5. Appraises the biases and limitations of marketing data and basic data analysis; 6. Applies univariate and basic bivariate data analysis techniques; 			
Content	The Research 1 course builds on the Research Theory course from block 5 of the second year of study of the Marketing Management programme. Once more we will cover the phases of the research cycle and go more into depth regarding validity, reliability and generalizability. The focus is on quantitative methods, whereas Research 2 in block 11 will focus on qualitative methods. Furthermore we will build on the data analysis from block 5 and cover more advanced statistical analysis (for instance one way anova, factor analysis).			
Type of course	<ul style="list-style-type: none"> – Assignment – Lecture / seminars 			
Assessment type(s)	Individual written assignment			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature: A list of peer-reviewed journal articles is available on blackboard. The papers can be retrieved via the Hanze Library				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
			C/R	
Language	English			
Details				
Contact	Ms J. Kets, e-mail: j.kets@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Block 10 – Personal Development

Field name	Description			
Title	Personal Development			
Code	CIVB19PD			
Academic year	2019/2020			
Study load	1 ECTS			
Competencies	Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11)			
Group aimed at	Compulsory for students major CI-Marketing Management. Optional for Exchange students			
Prerequisites				
Level	Intermediate			
Learning Outcome	1. Can reflect on his personal and professional development; 2. Can account for own personal development focused on the choices for the fourth year.			
Content	Reflection on the student's personal learning process and on which alternatives are open for the fourth year taking into account personal and professional aspirations.			
Type of course	<ul style="list-style-type: none"> - Individual counselling - Supervision 			
Assessment type(s)	<ul style="list-style-type: none"> - Assignments - Other - Works professionally 			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
			C/R	
Language	English			
Details				
Contact	Mr. P. Hogendoorn, e-mail address: p.g.hogendoorn@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Elective Block 10 – Change Management 2

Field name	Description			
Title	Change Management 2			
Code	CIVB18CHM2			
Academic year	2019/2020			
Study load	3 ECTS			
Competencies	<ul style="list-style-type: none"> – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) – Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11) 			
Group aimed at	Compulsory for students major CI-Marketing Management			
Prerequisites	Change management of block 9 Optional for Exchange students			
Level	Intermediate			
Learning Outcomes	<ol style="list-style-type: none"> 1. Able to use Mintzberg configurations to type different organizations. 2. Able to apply and use OCAI questionnaires to define current and desired organizational culture. 3. Able to recognize, using colors the dominant changing color of an organization. 4. Able to use collected information to make connections and picture the organizations' needs. 			
Content	External changes taking place leading to needed internal changes. A critical reflection using different materials, discussions on your own experiences in companies and examples of outside world. Applying the learnings on the Marketing Planning course of this block.			
Type of course	<ul style="list-style-type: none"> – Action Learning – Assignment – poster presentation – Group work – Lecture / seminars 			
Assessment type(s)	<ul style="list-style-type: none"> – Assignments – Poster presentation with group – All group members to actively contribute, present – Participation / attendance – Performance assessment – Presentation – Professional product – Works professionally 			
Costs	See the reading list on the intranet page of your programme under Practical matters.			
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).				
Title	Author	ISBN/ code school	Compulsory or recommended	remarks
			C/R	
Language	English			
Contact	Mr. H. Meijer, e-mail: ha.meijer@pl.hanze.nl			
Year of study	3			
Period	2			
Position in the curriculum	3.2			

Elective Block 10 – Business Communication English 2

Field name	Description
Title	Business communication English 2
Code	CIVB19BCE2
Academic year	2019/2020
Study load	3 ECTS
Competencies	<ul style="list-style-type: none"> – Developing and maintaining business relations for the benefit of purchasing, sales and service. (DC06) – Communicating in at least one foreign language while taking cultural differences into account. (DC07) – Marketing communication. Online and offline communication with marketing target groups (DC08) – Interpersonal social and communicative competence. Direct communication with the parties in a commercial setting (DC10) – Intrapersonal, self-leading competence. The communication by a person with him or herself as a professional in a commercial setting (DC11)
Group aimed at	<ul style="list-style-type: none"> – Compulsory for students major CI-Marketing Management (in year 1) – Elective for exchange students
Prerequisites	B1 level English (Common European Framework of Reference)
Level	Introductory / Intermediate
Learning Outcomes	<p>Having finished the course the student will be able to:</p> <ol style="list-style-type: none"> 6. Take detailed notes while listening to a marketing-related subject and reproduce the information given in understandable, correct English (Comp.7 and 11) 7. apply a wide range of business-related vocabulary (Comp.7) 8. apply the grammatical structures that were instructed during this course (Comp. 7) 9. name the various aspects involved in writing a report in English, chapters and related content ((Comp. 8) 10. Write an introduction to a report about marketing research, related to the Integrated Assignment (this implies that the introduction of the IAS report will have to be marked by the English teacher on language, structure and content) (Comp. 7 and 8) 11. Approach potential business relations professionally and appropriately, applying professional e-mail etiquette. (Comp.6 and 10)
Content	<p>English as a foreign language: Grammar (passive tenses/questions/reported speech; vocabulary (marketing-related); Listening/writing: Note-taking.</p> <p>Business Communication: E-mail etiquette; how to write an introduction (for reports), interviews.</p> <p>21st century skills: cultural aspects of Britain; intercultural communication</p>
Type of course	<ul style="list-style-type: none"> – Lecture / seminars – Problem based learning – Practical / skill training – Tutorials
Assessment type(s)	<ul style="list-style-type: none"> – Assignments – Participation / attendance – Performance assessment – Presentation – Written exam
Costs	See the reading list on the intranet page of your programme under Practical matters.
Literature / study materials (for the latest info, go to the reading list on intranet: Hanze.nl/marketingprogramme or the Blackboard course).	

Title	Author	ISBN/ code school	Compulsory or recommended	remarks
Business Grammar Builder	Paul Emmerson	978-0-2307-32544-4	C	Intermediate to upper-intermediate. B1/B2 level
Cross-Cultural Communication	Anka Jacobs	978-90-01-80777-1	R	Can be used for other courses as well
BCE2	Aldea c.s.	Blackboard site	C	All material required for the course, including exercises
Language	English			
Contact	Ms. L. Aldea, e-mail: r.aldea@pl.hanze.nl			
Year of study	3			
Period	2 and 4			
Position in the curriculum	3.2 and 3.4			