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| <b>Course Title</b>     | <b>Marketing in a Digital Age</b>   |
| Term                    | Term 3&4  |
| Inholland Faculty       | Faculty of Business, Finance & Law  |
| Course code             | Not applicable  |
| Inholland location      | Alkmaar / Haarlem / Rotterdam   |
| Cycle                   | first cycle / undergraduate / Bachelor level  |
| Number of ECTS          | 30  |
| Language of instruction | English   |
| Course content          | <ul style="list-style-type: none"> <li>• 1. OE MA101 Marketing contexts (5 ECTS)<br/>Marketing is a broad concept and is relevant to virtually all organisations. Most people will be familiar with the distinction between B2C and B2B marketing. However, there are other variations or contexts. Marketing is used by retailers, not-for-profit organisations, multinationals, family-owned companies, governments, local authorities, cities, regions, etc. These contexts are likely to have specific characteristics, business models, ways of adding value within their marketing programmes. Students are to choose a particular context, write a report on trends and best practices within this context and organise a 'master class' on the context they selected.</li> <li>• 2. OE MA102 Customer Insight Tooling (6 ECTS)<br/>The focus is on generating, analysing and interpreting data, skills which are needed when making tactical and operational marketing decisions. Ever more 'big data' is available offline and online. Having access to relevant real-time information is a must for all companies. CRM is essential when storing and analysing data. Students will learn how to handle data-analysis tools for offline and online information sources including internal client sources, social media sources and internet sources. Obtaining a Google Analytics certificate is part of the course.</li> <li>• 3. OE MA103 Omnichannel Marketing (6 ECTS)<br/>During this module students are introduced to the philosophy of a customer centric organisation. Today's markets are competitive and only customer-centric organisations can survive. Omnichannel marketing is a manner to really put customers centre stage. As it is up to consumers</li> </ul> |

when they use which channels, organisations must ensure all channels make their unique contributions and reinforce each other. During the customer journey customers must always have one and the same experience whether they visit shops, social media or use any other channels. In omnichannel marketing all channels are used to serve customers in the best possible manner. Key pillars to support the customer experience are brand positioning, brand values and brand promise. In this module students will develop an omnichannel marketing plan for a real-life organisation and an implementation proposal.

- 4. OE MA104 Customer Behaviour (5 ECTS)  
Starting from the disciplines of Psychology, Sociology and Neuromarketing,, students will study the behaviour of customers. For marketers it is very important to understand which factors influence the behaviour of (potential) clients. When you know what motivates (potential) customers to buy goods and services, you can provide them with the relevant information when they are about to make a decision.
- 5. OE MA105 Compulsory component (2 ECTS)  
Students are invited to develop or broaden marketing competences (content and/or personal skills). Objective is integration of three competences, preferably applied to a real-life situation. Options include assignments submitted by companies, assignments acquired by students themselves or a Dutch Language and Culture course as offered by Inholland University of Applied Sciences.
- 6. OE 710 Optimisation of Quality of Services (Generic Research Skills) (4 ECTS)  
This course supports service optimisation and has three subthemes:
  - a. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors)
  - b. Analysing use of and satisfaction with policymaking, processes, systems, products and services
  - c. Service improvement and development relevant to needs and requirements of internal and external groups
- 7. OE MA106 Research Skills for Marketers (2 ECTS)  
Students will offer quantitative techniques which will help gain customer understanding and insights

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| Lecturer(s)   | <p>Marlies Springorum</p> <p>Email: <a href="mailto:Marlies.Springorum@inholland.nl">Marlies.Springorum@inholland.nl</a></p> <p>Phone: +31611449813</p>   |
| Learning outcomes   | <p>The overall learning outcome for students is to develop insight into customers. How they behave. How they think. What motivates them. With the help of consumer insight students can make useful contributions to customer-centric organisations wishing to maximise customer relationships. Detailed learning outcomes are specified in the course guides</p> |
| Mode of delivery, planned activities and teaching methods             | <ul style="list-style-type: none"> <li>• Seminars</li> <li>• Guest lectures</li> <li>• Workshops</li> <li>• Intersession Learning</li> <li>• Practicals</li> </ul>  |
| Prerequisites and co-requisites (if applicable)                       | <p>Basic knowledge of marketing and 2 years of previous Bachelor studies in a similar study field.</p>  |
| Recommended or required reading and/or other learning resources/tools | <p>Mandatory reading:</p> <ul style="list-style-type: none"> <li>• Isabelle Szmigin &amp; Maria Piacentini, Consumer Behaviour, Oxford University Press</li> <li>• Mike Hoogveld, the Excellent Customer Journey Experience; DMI-materials</li> </ul>   |
| Assessment methods and criteria                                       | <ul style="list-style-type: none"> <li>• Written assessments (exams, portfolios, reports)</li> <li>• Presentations</li> </ul>   |