

Course title	Marketing in the Digital Age		
Course code	N/A		
Faculty	Business, Finance and Law		
Language of instruction	English		
Cycle	First cycle/undergraduate/Bachelor level		
Location	Alkmaar; Haarlem; Rotterdam		
ECTS	Code	Subject Title	ECTS
	1317EX101Z	Marketing Contexts	5
	1317EX102Z	Customer Insight Tooling	6
	1317EX103Z	Omnichannel Marketing	6
	1317EX104Z	Customer Behaviour	5
	1317EX105Z	Individual Component	2
	1317EX106Z	Research Skills for Marketeers	2
	1317EX710Z	Optimisation of Quality of Services	4
Course Content	<p>OE MA101 Marketing contexts</p> <p>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, do literature research on the basis of topics and write an advisory report on behalf of a company they have selected</p> <p>OE MA102 Customer Insight Tooling</p> <p>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</p> <p>OE MA103 Omnichannel Marketing</p> <p>During this module students are introduced to the philosophy of a customer centric organisation. Today's markets are competitive and only customer-</p>		

centric organisations can survive. Omnichannel marketing is a manner to really put customers centre stage. As it is up to consumers 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.

OE MA104 Customer Behaviour

Starting from the disciplines of Psychology, Sociology and Neuromarketing,, students will study the behaviour of customers. For marketeers 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.

OE MA105 Individual component

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.

OE MA106 Research Skills for Marketeers

Students will be offered quantitative techniques, which will help them gain customer understanding and insights.

OE 710 Optimisation of Quality of Services

This is a generic research skills course, supporting service optimisation. It has three subthemes:

1. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors)
2. Analysing use of and satisfaction with policymaking, processes, systems, products and services
3. Service improvement and development relevant to needs and requirements of internal and external groups

	<p>On successful completion of the courses students have developed techniques how to gain insight into customers: how they behave, how they think, what motivates them. With the help of consumer insight students will be able to make useful contributions to customer-centric organisations wishing to maximise customer relationships. Detailed learning outcomes per course are specified in the course guide</p>
Learning Outcomes	See description course content
Lecturer(s)	<p>Marlies Springorum Email: Marlies.Springorum@inholland.nl Phone: +31611449813</p>
Mode of delivery, planned activities and teaching methods	<ul style="list-style-type: none"> • Seminars • Guest lectures/ Master classes • Workshops • Intervision Learning • Practicals
Prerequisites and co-requisites (if applicable)	Basic knowledge of marketing and 2 years of previous Bachelor studies in a similar study field.
Recommended or required reading and/or other learning resources/tools	<p>Mandatory reading:</p> <ul style="list-style-type: none"> • Isabelle Szmigin & Maria Piacentini, Consumer Behaviour, Oxford University Press • Mike Hoogveld, the Excellent Customer Journey Experience (e-book)
Assessment methods and criteria	<ul style="list-style-type: none"> • Written assessments (exams, portfolios, reports) • Presentations

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	<p>3. Service improvement and development relevant to needs and requirements of internal and external groups</p> <p>On successful completion of the courses students have developed techniques how to gain insight into customers: how they behave, how they think, what motivates them. With the help of consumer insight students will be able to make useful contributions to customer-centric organisations wishing to maximise customer relationships. Detailed learning outcomes per course are specified in the course guide</p>
Learning Outcomes	See description course content
Lecturer(s)	<p>Marlies Springorum</p> <p>Email: Marlies.Springorum@inholland.nl</p> <p>Phone: +31611449813</p>
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