

| Spring semester – term 3 and 4 |  |                                     |      |
|--------------------------------|--|-------------------------------------|------|
| <b>Course title</b>            | Marketing in the Digital Age   |                                     |      |
| <b>Course code</b>             | N/A  |                                     |      |
| <b>Faculty</b>                 | Business, Finance and Law  |                                     |      |
| <b>Language of instruction</b> | English  |                                     |      |
| <b>Cycle</b>                   | First cycle/undergraduate/Bachelor level   |                                     |      |
| <b>Location</b>                | <input checked="" type="checkbox"/> Rotterdam, <input type="checkbox"/> The Hague, <input type="checkbox"/> Delft, <input checked="" type="checkbox"/> Alkmaar, <input checked="" type="checkbox"/> Haarlem, <input type="checkbox"/> Diemen   |                                     |      |
| ECTS (total 30)                | 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    |
| <b>Course Content</b>          | <p><b>OE MA101 Marketing contexts</b></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><b>OE MA102 Customer Insight Tooling</b></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><b>OE MA103 Omnichannel Marketing</b></p> |                                     |      |

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 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 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.

**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

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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> |
| <b>Learning Outcomes</b>   | See description course content  |
| <b>Lecturer(s)</b>   | <p>Marlies Springorum<br/>         Email: <a href="mailto:Marlies.Springorum@inholland.nl">Marlies.Springorum@inholland.nl</a><br/>         Phone: +31611449813</p>   |
| <b>Mode of delivery, planned activities and teaching methods</b>             | <ul style="list-style-type: none"> <li>• Seminars</li> <li>• Guest lectures/ Master classes</li> <li>• Workshops</li> <li>• Intersession Learning</li> <li>• Practicals</li> </ul>  |
| <b>Prerequisites and co-requisites (if applicable)</b>                       | Basic knowledge of marketing and 2 years of previous Bachelor studies in a similar study field.   |
| <b>Recommended or required reading and/or other learning resources/tools</b> | <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 (e-book)</li> </ul>   |
| <b>Assessment methods and criteria</b>                                       | <ul style="list-style-type: none"> <li>• Written assessments (exams, portfolios, reports)</li> <li>• Presentations</li> </ul>   |