

Marketing & Social Impact

Course guide 2026-2027

Semester	Spring (semester 2)
Inholland location(s)	The Hague
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30



Subjects

Subject title	ECTS	Course code
Purposeful Marketing	30	4325MSII1A
Making Waves	in total	

Content subjects

Discover the Power of Marketing & Social Impact

Are you ready to make a difference in the world of tomorrow? Do you not only want to be successful, but also contribute to a flourishing society and a healthy planet? Do you believe in companies such as Tony's Chocolonely, Dopper, Patagonia, Too good to go and Triodos Bank, which not only strive for profit, but also for a positive impact?

At Inholland University of Applied Sciences we invite you to participate in our inspiring elective module: Marketing & Social Impact. With the motto: 'Doing well by doing good' (attributed to Benjamin Franklin, late 19th century), we challenge you to think about the best mix of capitalism and philanthropy.

What awaits you?

In the first part of the module you and your team will dive into the world of purposeful marketing. By going through the entire marketing process for a client, you study cases, put yourself in the shoes of the target group, research trends and consult experts. The result? A new value proposition at product and concept level, in which profitability and social contribution come together.

After completing this part of the project, a unique opportunity awaits you: develop and pitch your own brilliant idea for a new product, service or experience in a real Dragon's Den, with experts ready to assess your vision.

Next to the group assignment you will individually choose an issue that needs public attention. Examples are low self esteem of girls, the abuse of animals, the decay of democracy, the danger of vapes for teenagers, et cetera. You are going to design and implement a communication plan to generate as much free publicity as possible on the chosen issue.

Why should you participate?

- Explore the depths of greenwashing, ethical trading, data mining, value creation, marketing design, customer-oriented thinking, co-creation, behavioral design and taking responsibility.
- Learn lots of new stuff and really take a stand in what matters for people and the planet
- Be inspired by a rich online learning environment, full of videos, cases, stimulating questions and articles that will help you prepare for expert lessons and training.
- Develop your knowledge in collaboration with experienced marketers during coaching sessions and put the insights you have gained directly into practice.
- Experience a structured approach with models such as the "Build-test-learn" method, Triple-Layered Canvas and Marketing Design, which allows you to arrive at co-creative solutions and new insights.
- Regularly present interim results to fellow students for valuable feedback and feedforward that will take you further.

Learning outcomes

- **Purposeful Marketing**

I show my own vision on purposeful marketing that guides my strategies and concepts.

- **Collaborate**

I can work together in multidisciplinary teams on complex projects and contribute to the quality of the collaboration.

- **Marketing Communications**

I can iteratively develop, implement and evaluate an impactful campaign on a topic that deserves attention for improving society and/or the earth.

Mode of delivery, planned activities and teaching methods

A blend of activities such as self-study, workshops, consultancy, guest lectures and possible field trips.

Prerequisites and co-requisites

Recommended or required reading and/or other learning resources/tools

Assessment methods and criteria

Group project: Marketing & Social Impact project

Individual project: Making Waves

Lecturer(s)

Marvin Hooft - Marvin.Hooft@inholland.nl.