

## Marketing in the Digital Age

Course guide 2024-2025

Semester	Spring (semester 2)
Inholland location(s)	Alkmaar, Haarlem, Rotterdam
Inholland faculty	Business, Finance & Law
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

## Subjects

Subject title	ECTS	Course code
Marketing Contexts	5	1317EX101Z
Customer Insight Tooling	6	1317EX102Z
Omnichannel Marketing	6	1317EX103Z
Customer Behaviour	5	1317EX104Z
Individual Component	2	1317EX105Z
Research Skills for Marketeers	2	1317EX106Z
Optimisation of Quality of Services	4	1317EX710Z

## Content subjects

### Marketing contexts

Marketing is a broad concept and is relevant to virtually all organizations. 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 organizations, 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 company, do research in the specific trends and impact of the context on this company, do literature research on the basis of topics and write an advisory report on behalf of a company they have selected.

### Customer Insight Tooling

The focus is on generating, analyzing 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 analyzing 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.

### Omnichannel Marketing

During this module, students are introduced to the philosophy of a customer centric organization. Today's markets are competitive and only customer-centric organizations can survive. Omnichannel marketing is a manner to really put customers centre stage. As it is up to consumers when they use which channels, organizations 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 organization and an implementation proposal.

### 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.

### **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.

### **Research Skills for Marketeers**

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

### **Optimization of Quality of Services**

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

1. Mapping (profiling, segmenting) relevant internal and external groups (employees, management, clients, suppliers, competitors);
2. Analyzing 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.

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.

### **Learning outcomes**

See description course content.

### **Mode of delivery, planned activities and teaching methods**

- Seminars
- Guest lectures / Master classes
- Workshops
- Intersession Learning
- Practicals

### **Prerequisites and co-requisites**

Two years of previous Bachelor studies in a similar study field.

### **Recommended or required reading and/or other learning recourses/tools**

Mandatory reading: Isabelle Szmigin & Maria Piacentini, Consumer Behaviour, Oxford University Press

### **Assessment methods and criteria**

- Written assessments (exams, portfolios, reports)
- Presentations

**Lecturer(s)**

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