**Module descriptions: Marketing Management**

**Semester 1**

**Marketing Process I: Introduction & Analysis**

Discover the basics of marketing and the marketing process. Focus on the first step of this process: marketing analysis. Here, you learn how to identify strengths and weaknesses of a company and how these can be used to tackle opportunities and threads in its market and further external environment. Demonstrate your knowledge in a written exam.

**Marketing Project I: Desk Research**

You do marketing research for a company in a country of your choice. For example, analyse current trends (social, political, economic, technologic etc.) in China that will affect Louis Vuitton or BMW in this country. Summarise your results in an individual report.

**Marketing Topics I: Consumer Behaviour**

Learn how consumers behave and how you as a marketer can use this knowledge. How do consumers decide to buy something? What is the effect of advertising on consumers? Discover the interaction of marketing and economics, sociology and psychology and prove your knowledge in a written exam.

**Marketing Topics II: Creativity & Presentation**

Acquire essential skills of a successful marketer: how to manage a project, how to communicate effectively (verbally and body language), how to solve business problems in a creative way, and how to do a convincing presentation. Prove your marketing skills in a group by defining a business problem in a portfolio, proposing solutions to this problem in a creative idea sketch and presenting these solutions in a presentation.

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**Business & Economics I: Business Administration & Microeconomics**

Complete your marketing skills by financial and economic knowledge. Identify how companies make money by understanding their business model. Discover how financial information is collected and used to make good business decisions. Learn how economic factors such as supply and demand, or market players such as competitors or consumers can influence a company. Prove your knowledge by solving a written case study.

**Communication & Culture: Foreign Language I**

Learning to speak Dutch is an important first step for an international student to feel at home in the Netherlands. During Dutch for Foreigners you learn to speak Dutch on A1 level. You will also be introduced to the Dutch culture and society. Test your knowledge with a written and oral exam.

**Personal & Professional Development I**

With the help of a coach, you work on your study progress, career development and professional development. You learn how to set goals, manage your time efficiently, and identify your strengths and weaknesses. You display these personal developments in an individual portfolio.

**Semester 2**

**Marketing Process II: Objectives & Strategies**

Continue to discover the basics of marketing by focusing on the 2nd and 3rd step of the marketing process: Objectives and strategy. Learn how to derive objectives on different levels and combine them with marketing strategies to reach the set objectives. Train these skills by analysing existing companies/brands such as Tesla or Yamaha and demonstrate your skills in a written exam.

**Marketing Project II: Quantitative Research**

​Experience the basics in setting up, and executing a (quantitative) marketing research. You work in groups and together you create a questionnaire and do a survey for a client such as Nestlé or Milka. You present the results in the form of a group report.

**Marketing Topics III: Online Marketing**

Experience E-marketing by forming an e-marketing agency. As a group, you develop an e-marketing concept for a product dealing with topics such as website design, search engine marketing, online shops and social media marketing. You present your concept during a creative competition presentation (pitch) and compete with other e-marketing agencies.

**Marketing Topics IV: Design Thinking**

Acquire essential knowledge and skills in the field of sustainable product development. Discuss the sustainable product concepts of renowned companies such as Coca-Cola, Adidas or IKEA. In a group, develop your own sustainable product + marketing plan and include topics such as green marketing, corporate social responsibility (CSR), idea development and testing, prototyping, and market roll out. Present your concept with a group portfolio.

**Business & Economics II: Business Administration & Macroeconomics**

Continue with discovering both essential fields Business and Economics. In the business part you learn how to evaluate investments, calculate costs based on different methods, and how to set up a budget. The economics part deals with economic factors such as measuring a nation’s income (GDP), income inequality and poverty, or money growth and inflation. Prove your knowledge during a written exam.

**PIM26 Communication & Culture II: Foreign Language II**

During Dutch for Foreigners II you continue learning to speak Dutch on A1 level. Next to digging deeper into Dutch culture and society the focus is on speaking Dutch. Test your knowledge with a written and oral exam.

**Personal & Professional Development II**

With the help of a coach, you continue working on your study progress, career development and professional development. You learn how to manage a team, motivate people, and reflect to further develop. You display these personal developments in an individual portfolio.

**Semester 3**

**Marketing Process III: Brand Management**

When you think of marketing you usually think of famous brands like Apple, Coca-Cola or Mercedes. But brand management is more than a logo and brand name. You learn how to develop, sustain, legally protect, and measure the value of brands by having a look at several successful examples. Finally, you test your knowledge with a written exam incl. a case study.

**Marketing Process IV: Product, Price & Place**

Continue to discover the basics of marketing by focusing on the 4th step of the marketing process: operations (marketing mix). Learn how to develop new products, how to choose the right price for them (high price vs. low price) and where to sell them (own store vs. retailer; online vs. offline). Demonstrate your skills in a written exam incl. a case study.

**Marketing Project III: Qualitative Research**

​As a student you will most likely do expert interviews to gather information. Learn and experience the basics in setting up, executing analysing such an interview (qualitative research). You work in groups and together you create a questionnaire and do an interview with a chosen business person. Finally, you present the results in the form of a group report.

**Marketing Topics V: E-Commerce**

Experience E-commerce – the use of electronic technologies to buy and sell products. After studying the successful examples of online retailers like Amazon, eBay or Apple you form groups and develop an e-commerce concept for an own potential start-up business. Amongst others, your concept should include your ideas on product presentation, marketing and sales, and logistics and customer service. Finally, you present your concept during a presentation (pitch) to potential investors (lecturers).

**Start-up Factory I**

This is one of the biggest projects in your studies. Together with students from different study programmes, you establish your own StartUp Factory and spend a year mastering the challenges of a company in a realistic way. Choose between 4 different types of projects:

* Entrepreneurship: Do you want to start your own business? Practice during your studies. Create your own start-up business, come up with a product/service you plan to sell and summarise your business model in a business plan.
* X-Lab: Do you plan to become a consultant? Start during your studies. As part of a consultancy you do a project for a local business, e.g. you advise a German sports equipment company on how to enter the Dutch market.
* Social Enterprise: Are you a social person that wants to do good? After a short trip to our partner university in Zambia, you form a Dutch-Zambian team and work on a common social project.
* Commercial Film: Are you a creative person? Then prove your creativity by developing a commercial movie and presenting it at the official movie gala in Venlo.

**Communication & Culture III: Foreign Language III**

During Business English you are prepared to use English in a business environment at B2 – C1 level. It is meant as preparation for writing a report in English, for instance, your internship report or bachelor thesis. Show your new skills and knowledge with an individual portfolio.

**Personal & Professional Development III**

With the help of a coach, you continue working on your study progress, career development and professional development. The focus in this semester is on learning to know yourself better, manage stress, and start preparing for your internship next year by developing your CV, letter of motivation and LinkedIn profile. You display the results in an individual portfolio.

**Semester 4**

**Marketing Process V: Promotion**

In a group, you form an advertising agency to develop a communication concept for a given company (client). Next to setting communication objectives and strategies, you design campaigns for your client using tools such as TV advertising, online marketing, PR, event marketing or sponsoring. All student agencies present their concepts for “winning” the rewarded budget. Grades are based on the handed-in concept and the presentation.

**Marketing Process VI: Controlling**

How do companies like Apple or Samsung know if they achieved all their marketing objectives like increasing sales, market share or brand awareness? They measure it based on data and numbers. Learn the basic controlling tools needed to make sure your company achieves its marketing objectives. Demonstrate your skills in a written exam incl. a case study.

**Marketing Project IV: Marketing Research**

Are you ready to do a project for a real company? Fontys works with multiple companies that entrust Fontys students with solving a business problem for them: attracting more people to visit the opera, increasing sales for a new brand of cosmetics or developing a communication strategy for a foreign company that wants to enter The Netherlands. In a group, supported by university supervisor, you develop a group report and present it.

**Marketing Topics VI: Service, B2B, and Retail Marketing**

How do companies such as Coca-Cola or L’Oréal ensure their products are visible and bought in supermarkets (retail marketing)? Do these companies directly selling to consumers market their products differently than companies selling to other companies - e.g. battery producers selling to smartphone manufacturers (business-to-business marketing)? How do you market immaterial products that cannot be touched, e.g. business consulting or events (service marketing)? Learn about these special marketing fields and test your knowledge in a written exam.

**Start-up Factory II**

Continue with your chosen type of project that you do in a group for 1 year:

* Entrepreneurship: Do you want to start your own business? Practice during your studies. Create your own start-up business, come up with a product/service you plan to sell and summarise your business model in a business plan
* X-Lab: Do you plan to become a consultant? Start during your studies. As part of a consultancy you do a project for a local business, e.g. you advise a German sports equipment company on how to enter the Dutch market.
* Social Enterprise: Are you a social person that wants to do good? After a short trip to our partner university in Zambia, you form a Dutch-Zambian team and work on a common social project.
* Commercial Film: Are you a creative person? Then prove your creativity by developing a commercial movie and presenting it at the official movie gala in Venlo.

**Communication & Culture IV: Foreign Language IV**

During Business English you are prepared to use English in a business environment at B2 – C1 level. In this semester the focus is on business negotiation. You learn how to build relationships, persuade and influence people, negotiate and close good deals while avoiding conflict. Show your negotiation skills by negotiating with other students on a given case study and hand in a complementary portfolio.

**Personal & Professional Development IV**

With the help of a coach, you continue working on your study progress, career development and professional development. The focus in this semester is on preparing for your internship next year by learning how to find an internship, meeting a senior student, practicing job interviews and “selling” yourself. Display the results in an individual portfolio.

**Semester 5**

**Work Placement**

You do your first work placement and spend the whole semester at a company of your choice. Although it is your responsibility to apply at companies Fontys supports you in providing contact data of various companies. Additionally, you are prepared for writing a good letter of motivation, a convincing CV and how to master job interviews. Next to small and medium sized companies our students regularly do work placements at famous international companies such as BMW, Bosch, Coca-Cola, Henkel, L’Oréal, KPMG, Philips, Porsche, Sony, Vodafone and many more.

**Marketing Project V: Business Research**

During your internship you also work on a project for the company. Supervised by both a university and a company supervisor you solve a business problem of that company by applying the knowledge acquired throughout your studies. Improving your company’s social media marketing, increasing its sales by developing a Christmas campaign or setting up a market entry plan for The Netherlands are just some examples of possible topics. The result is presented in a business research report.

**Semester 6**

**Minor**

Now is the time to specialise in a certain field. You may choose one of the specialisations (minors) offered at Fontys, e.g. “Doing Business in and with Europe” or “International Business Management”. Alternatively, you can spend this semester at one of our over 125 partner universities abroad in countries such as Australia, Brazil, Canada, China, India, Japan, Mexico, Spain, USA and many more.

**Semester 7**

**Marketing Synthesis: Marketing Plan**

After 3 years of studying and experiencing marketing now all your knowledge comes together in a so-called marketing plan. After reviewing the materials of the past three years you form groups and practice creating marketing plan for several companies. Finally, you and your group have 8 hours to develop a complete marketing plan for a given company. Ready, set, go!

**Marketing Topics VII: CRM Data Analytics**

Customers are increasingly demanding individually designed products/services and an individual customer approach. A company has to fulfil these demands to ensure customer satisfaction and build a long-lasting and successful customer relationship. Learn the foundations of customer relationship management (CRM) and prove your skills in a written exam incl. a case study.

**Communication & Culture V: Foreign Language V**

During Business English you are prepared to use English in a business environment at B2 – C1 level. In this semester the focus is on business negotiation. You learn how to build relationships, persuade and influence people, negotiate and close good deals while avoiding conflict. Show your negotiation skills by negotiating with other students on a given case study and hand in a complementary portfolio.

**Personal & Professional Development V**

With the help of a coach, you continue working on your study progress, career development and professional development. The first focus in this semester is on reflecting on your past year incl. your first internship and your possible studies abroad. Then you start preparing for your second internship next semester. Display the results in an individual portfolio.

**Semester 8**

**Work Placement + Bachelor Thesis**

You do your second work placement and spend the whole semester at a company of your choice. During this work placement, you write your bachelor thesis and present it to a committee at Fontys. Next to small and medium sized companies our students regularly do work placements and start working at famous international companies such as BMW, Bosch, Coca-Cola, Henkel, L’Oréal, Philips, Porsche, Sony, Vodafone and many more.

**Personal & Professional Development VI**

Your development does not only take place in the class room and is not always directly linked to the content of your study programme. Obtain business skills and gain experiences by organising events such as guest lectures or the introduction festival, representing Fontys at education fairs, being a student buddy to new students from abroad, or being class representative. Present your reflection on these experiences in an individual portfolio.