

Course: Marketing Communication and Research

credits: 5

Course code	ICVP14CIB2	Modes of delivery	Guest lecture
Name	Marketing Communication and Research		Lecture
Study year	2026-2027		Tutorial
ECTS credits	5	Assessments	Marketing Communication and Research -
Language	English		Computer, organised by STAD examinations
Coordinator	I. Heegen		

Learning outcomes

The following learning outcomes are developed at level 1:

2. Monitor developments in the professional field as well as in the national and international media landscape. Students are able to translate these insights into communication strategy.
5. Account for communication interventions based on knowledge, theory and research insights.

Content

This module equips the student with the basic concepts and knowledge needed to segment the market, carry out target group research for a brand, and translate research outcomes into clearly defined brand positioning. Also with the help of analytical tools. Special attention is devoted to the online media landscape and the components and importance of content strategy. Because companies operate in an international environment, students also receive an introduction to concepts on intercultural communication theory and explore the impact of culture on brand positioning.

Included in programme(s)

International Communication

School(s)

Entrepreneurship, Communication & Marketing