

Programme

Qualification awarded

Bachelor of Science

Length of the programme

48 months

ECTS credits

240

Level of qualification

Bachelor

Mode

Full-time

Language

Dutch, with parts in English

School

School of Business, Marketing and Finance

Locations

Groningen

Marketing Major Johan Cruyff Academy

Profile of the programme

To acquire the integrated competences in the areas of marketing, sales, organisation and communication, CE students are pragmatic and have excellent communication and social skills. They can communicate effectively in at least two foreign languages. They can solve problems, produce a marketing and business plan, present this plan in a professional manner and manage others, both independently and as part of a team. They have an excellent grasp of key market research methods and extensive knowledge of and insight into ICT. They also have the skills to translate this knowledge into activities at a strategic, tactical and operational level. Broad knowledge of economics, supported by management skills, forms the basis for their insightful approach to a wide range of professional situations. They can rapidly perform an accurate assessment of the individual or company they are dealing with. Their personal qualities include: ambition, perseverance, a focus on results, vision, team spirit, ability to cope with stress, an international outlook and efficiency both when working individually and as part of a group. These qualities enable them to rapidly, accurately and successfully translate clients' needs and desires into strategic commercial policy and operational action.

CE – Johan Cruyff Academy Major

This is a sports-marketing management programme that prepares students for top positions in the sports industry. Students have the opportunity to combine a professional sports career with a full-time programme. They spend three days a week at school and then study independently via the internet. This enables students to keep up with their studies even when they are competing or away training. The programme is an official learning route of the Marketing Management programme offered by Hanze University of Applied Sciences. Students enrolled for this programme are prepared for careers as marketeers and managers in the sports world.

Learning outcomes

The programme equips the student with the competences required of a professional in the field of Marketing. These are:

- **SETTING A COURSE**; The Marketing professional maps out a marketing approach. He/she does this based on his/her vision, opportunities he/she identifies in the market and the long-term competitive advantage of the organisation where he/she works. Because he/she does not work within a vacuum, the Marketing professional is a bridge-builder who connects both knowledge and people.
- **CREATING VALUE**; The Marketing professional gives substance to the marketing approach by creating long-term value for both the client, the organisation and society. He/she does this based on an analysis of data and research, with the aim of gauging the client's actual behaviour. He/she is able to translate this analysis into an action plan.
- **BUSINESS DEVELOPMENT**; Via co-creation with stakeholders, the Marketing professional designs unique and/or innovative concepts and revenue models to optimise value for all relevant stakeholders. He/she anticipates and/or initiates change and gains the support of the stakeholders during the development process.
- **IMPLEMENTING**; Based on the developed concept, the Marketing professional produces a sustainable marketing product or sub-product or service for existing and potential stakeholders. The Marketing professional puts forward creative solutions, facilitates parts of the implementation process, shows perseverance and takes financial responsibility in order to achieve the desired commercial result together with internal and external parties. He/she secures stakeholders' commitment during implementation.

Programme

Marketing Major Johan Cruyff Academy

credits

Year 1 Marketing Major JCA	60
□ Block 1: Market Orientation	15
▫ CEVP20JCAONZ1 - Learning Line Research 1	5
▫ CEVP20JCAMKT1 - Learning Line Marketing 1	5
▫ CEVP20JCAPSG1 - Learning Line Personal Growth 1	5
□ Block 2: The Market Focused Organization	15
▫ CEVP20JCAONZ2 - Learning Line Research 2	5
▫ CEVP20JCAMKT2 - Learning Line Marketing 2	5
▫ CEVP20JCAPSG2 - Learning Line Personal Growth 2	5
□ Block 3: Marketing Strategy	15
▫ CEVP20JCAONZ3 - Learning Line Research 3	5
▫ CEVP20JCAMKT3 - Learning Line Marketing 3	5
▫ CEVP20JCAPSG3 - Learning Line Personal Growth 3	5

□ Block 4: Customer Contact (operational)	15
▫ CEVP20JCAONZ4 - Learning Line Research 4	5
▫ CEVP20JCAMKT4 - Learning Line Marketing 4	5
▫ CEVP20JCAPSG4 - Learning Line Personal Growth 4	5
Year 2 Marketing Major JCA	60
□ Block 5: The customer	15
▫ CEVB21JCAONZ5 - Learning Line Research 5	5
▫ CEVB21JCAMKT5 - Learning Line Marketing 5	5
▫ CEVB21JCAPSG5 - Learning Line Personal Growth 5	5
□ Block 6: Sales (tactical)	15
▫ CEVB21JCAONZ6 - Learning Line Research 6	5
▫ CEVB21JCAMKT6 - Learning Line Marketing 6	5
▫ CEVB21JCAPSG6 - Learning Line Personal Growth 6	5
□ Blocks 7 and 8: Work Placement	30
▫ CEVB21DOC - Start Document	3
▫ CEVB21STG - Report Company Assignment	24
▫ CEVB17PD7 - Personal Development 7	3
Year 3 Marketing Major JCA	60
□ Block 09: Marketing Planning: Analysis (strategic)	15
▫ CEVB20JCAMPA - International Marketing Planning Analysis	6
▫ CEVB19JCABEC - Finance & Accounting	2
▫ CEVB19JCAENG6 - English 6	2
▫ CEVB21JCAINV - Innovation	2
▫ CEVB19JCAVRK1 - Change Management 1	3
□ Block 10: Marketing Planning: The Choices (strategic)	15
▫ CEVB20JCAMPK - Marketing Planning; The Choice	7
▫ CEVB19JCABCN6 - Business Communication Dutch 6	2
▫ CEVB19JCABAO - Business Analysis and Research	2
▫ CEVB19JCAVRK2 - Change Management 2	3
▫ CEVB21JCAPD8 - Personal Development 8	1
□ Block 11: Sales 2 (strategic)	15
▫ CEVB20JCAKAM - Key-accountmanagement	8
▫ CEVB19JCAOND2 - Research 2	2
▫ CEVB20JCACRM - Customer Relationship Management; B to B	2
▫ CEVB19JCAVRK3 - Change Management 3	3
□ Block 12: Marketing planning; Integral Market-Oriented Policy (strategic)	15
▫ CEVB20JCAMVC - Marketing, Sales and Communication	6
▫ CEVB20JCAFGB - Functional Areas	3
▫ CEVB19JCAMAN - Management Skills	2
▫ CEVB21JCAENG7 - English 7	1
▫ CEVB19JCAVRK4 - Change Management 4	3
Year 4 Marketing Major JCA	60
□ Blocks 13 and 14: Minor by choice <i>electives</i>	30
□ Blocks 15 and 16: Graduation	30
▫ CEVB15AO - Graduation Project	30

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