

Vak: Marketing 1

credits: 3

Vakcode BKVP93MKT1
Naam Marketing 1
Studiejaar 2020-2021
ECTS credits 3
Taal Nederlands
Coördinator CONVERSIE

Werkvormen Hoorcollege
 Werkcollege
Toetsen Marketing 1 - 3 jarige - Computer,
 organisatie tentamenbureau

Leeruitkomsten

LO1: The student demonstrates understanding of the marketing mix
 LO2: The student names and describes the components of internal and external environment of an organization
 LO3: The student understands and gives examples of the segmentation and positioning strategy of an organization
 LO4: The student demonstrates understanding of the theory behind buying behavior of consumers and companies
 LO5: The student identifies possible communication strategies of an organization

Inhoud

This course is an introductory course to core principles of Marketing. The course is designed for first year students with focus on foundational topics such as internal and external environment (macro and meso), marketing mix, marketing objectives and strategies. The course will allow students to develop a solid understanding into key components that lead to a successful marketing strategy of an organization. The course will also provide opportunities to learn from case studies of successful companies and their effective marketing strategies. Students will also look at the online environment and how it differs from traditional buying behavior of consumers.

Opgenomen in opleiding(en)

Bedrijfskunde in 3 jaar

School(s)

Instituut voor Bedrijfskunde

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