

## Vak: Marketing

credits: 3

**Vakcode** IFVB18DNSMKT  
**Naam** Marketing  
**Studiejaar** 2020-2021  
**ECTS credits** 3  
**Taal** Nederlands  
**Coördinator** L.H.M. van Rijn

**Werkvormen** Werkcollege  
**Toetsen** Marketing - Computer, organisatie  
tentamenbureau

### Leeruitkomsten

Main learning outcome

Interprets the business model from a marketing perspective.

The student:

- explains and gives examples of and accompanying a marketing strategy
- explains and gives examples of the internal and external environment of an organisation
- derives a strategy from the environmental analysis
- gives examples of the segmentation and positioning strategy of an organisation, including personas
- understands, explains and gives examples of the marketing mix (services, online)
- explains the theory of a Business Model Canvas

### Inhoud

The Marketing seminars provide the theoretical background to the Business Model Canvas. In the seminars, the topics include an explanation of the model, personas and the marketing mix (the concept).

The seminars support the project and help prepare for the exam (open questions).

### Opgenomen in opleiding(en)

Facility Management, major International Facility Management

### School(s)

Institute of Future Environments