



Marketing (MSc)

VU University Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - M Marketing - 2015-2016

The MSc programme in Marketing combines in-depth academic study with practical application, focusing particularly on strategic marketing. Students are taught to analyse, apply and rework the latest marketing knowledge. Through interactive learning methods, with a strong emphasis on cases and practical assignments, the student will develop his ability to put marketing theory into practice. The programme includes a business game in which application and skills are trained, serving as outlook on the professional field. Furthermore, much attention is paid to developing the student's research skills, to be applied in an independent research project and master thesis.

Read the [full description](#) of the programme or use the schedule below for information on the individual courses in the programme.

Index

ABRI Honours Programme	1
Master Marketing	1
Course: Branding and Advertising (Period 2)	1
Course: Consumer Marketing (Period 1)	2
Course: Cross-Cultural Consumer Research (Period 4)	3
Course: Customer Intelligence (Period 4)	4
Course: Digital Marketing (Period 2)	6
Course: Experimental Research (Period 4)	7
Course: Geomarketing (Period 4)	8
Course: Honours Research Colloquia (Period 3+4)	9
Course: Managerial Integration Project Marketing (Period 3)	10
Course: Marketing Strategy (Period 1)	11
Course: Retail Management (Period 2)	12
Course: Sales and Product Management (Period 2)	13
Course: Thesis (Ac. Year (September))	14

ABRI Honours Programme

Master Marketing

Courses:

Name	Period	Credits	Code
Branding and Advertising	Period 2	6.0	E_MKT_BA
Consumer Marketing	Period 1	6.0	E_MKT_CM
Cross-Cultural Consumer Research	Period 4	6.0	E_MKT_CCCR
Customer Intelligence	Period 4	6.0	E_MKT_CI
Digital Marketing	Period 2	6.0	E_MKT_DM
Experimental Research	Period 4	6.0	E_MKT_ER
Geomarketing	Period 4	6.0	E_MKT_GEOM
Honours Research Colloquia	Period 3+4	9.0	E_ABRI_HRC
Managerial Integration Project Marketing	Period 3	6.0	E_MKT_MIP
Marketing Strategy	Period 1	6.0	E_MKT_MSTRAT
Retail Management	Period 2	6.0	E_MKT_RM
Sales and Product Management	Period 2	6.0	E_MKT_SPM
Thesis	Ac. Year (September)	18.0	E_MKT_THS

Branding and Advertising

Course code	E_MKT_BA ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. ir. P.W.J. Verlegh
Examinator	dr. ir. P.W.J. Verlegh
Teaching staff	A.W. Eigenraam MSc
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

Upon completion of this course, students have:

1. gained insight into the importance of brands for marketing and learned the value of brands for consumer decisions.
2. critically reflected on branding and brand communication literature
3. linked theory and concepts from branding literature to practice

Course content

Branding is an important instrument in marketing. In this course we discuss brand management and branding strategies and study what makes brands successful. We also reflect on the role of brands for consumers, and how these goals and resulting consumer behaviors interact with marketer's activities and objectives. The course aims to critically reflect on these practices from an academic point of view, supported by knowledge gathered by studying theory and concepts that are relevant to branding (in the form of reading assignments and in-class presentations and discussions), and to analyze branding issues with the use of literature and desk research (in the form of a case study and smaller assignments).

We will discuss literature related to brand strategy and brand management, brand communication, and brand-related consumer behavior, and will focus on topics like brand positioning (and repositioning), brand equity, brand extension, brand communities, internal branding, and brand communication.

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Recommended background knowledge

Marketing Strategy

Consumer marketing

Consumer Marketing

Course code	E_MKT_CM ()
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. J. Eelen
Examinator	dr. J. Eelen
Teaching staff	drs. I.J.C. Leijen, dr. J. Eelen
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

- Acquire knowledge of and insight into concepts and topics that are important to effective consumer marketing management (e. g., consumer decision making processes, social influences, customer engagement, and sustainability).
- Being able to analyze current and potential applications of consumer behavior and consumer psychology theories for developing marketing

strategies.

Course content

In business, the importance of what is known as 'customer insights' cannot be overstated. It is widely recognized that focusing on consumers is a key to success in the marketplace. This course provides insight into how consumers behave and discusses the theoretical and managerial implications of such behavior for firms. Specifically, the learning objectives involve the attainment of understanding of the concepts and theories of consumer marketing through a literature review and through selected articles. In addition, the course focuses on competence development, i. e., the ability to effectively use and apply these concepts in the business problem. The course will focus exclusively on consumer markets and will address in greater depth a selection of consumer marketing concepts introduced in bachelor Consumer Behavior courses. In addition, the course will introduce a number of recent developments in consumer marketing.

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Entry requirements

Third- year courses Consumer Behavior, Marketing 3.1, Marketing Research and Research tutorial Marketing or equivalent.

Cross-Cultural Consumer Research

Course code	E_MKT_CCCR (60442190)
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	prof. dr. H. van Herk
Examinator	prof. dr. H. van Herk
Teaching staff	prof. dr. H. van Herk
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

- Acquire knowledge of and insight into focal areas within the field of cross cultural consumer research
- Acquire knowledge of and insight into the role of culture at the country level
- Acquire knowledge on cultural differences with countries
- Being able to assess measurement equivalence of data from different cultural populations
- Being able to apply cross cultural frameworks to the different

contexts within consumer research

Course content

The role of culture in marketing is important to understand why people in different countries are less or more willing to, for example, buy products or to appreciate advertising messages. To be able to get insight into cultural differences, equivalence or comparability of data across countries is a prerequisite; therefore, two lectures are devoted to international marketing research.

The frameworks by Hofstede and Schwartz are introduced to understand cultural differences between countries. The insights from the aforementioned frameworks have been successfully used to explain differences between cultural groups in various studies in international marketing and consumer science. In addition to cultural and human values, other aspects such as attitudes towards foreign countries determine buying intention of foreign products. In the latter context, products' country of origin, consumer ethnocentrism, and animosity play an essential role. Finally, attention will be given to the challenges of marketing in emerging and transitional economies.

An elaborate case on marketing in other cultural contexts is a compulsory part of this course.

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Entry requirements

Third- year courses Marketing 3. 1, Marketing Research and Research tutorial Marketing or equivalent.

Customer Intelligence

Course code	E_MKT_CI ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. A. Aydinli
Examinator	dr. A. Aydinli
Teaching staff	dr. A. Aydinli
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

The overarching objective of this course is to equip students with the knowledge and skills on how to approach marketing-related problems from a rigorous, analytical, data-based perspective.

During the course, students will get acquainted with the various

practical customer intelligence questions that managers may struggle with (e.g.; how to segment the market based on usage and attitudes; how to determine customers' preferences over product attributes; how to evaluate the effects of marketing activities). Students will learn to work with different types of customer intelligence data (e.g.; customer survey data, transactional data, marketing expenditure data) and obtain rigorous knowledge of the data analysis techniques (e.g.; factor analysis, conjoint analysis, cluster analysis, multiple regression, and logistic regression) for solving the salient customer intelligence questions. Students will excel in applying these techniques in the statistical software package SPSS and interpreting the output of such applications in terms of the marketing research problem at hand.

On completion of this course, students will be able to:

- Develop the ability to select the correct data analysis technique for a practical customer intelligence problem
- Construct and validate a scale using factor analysis
- Create a perceptual map for understanding customers' perceptions of market offerings
- Conduct a conjoint analysis for understanding individual-level preferences
- Predict customer response using logistic regression
- Perform a standard customer-based segmentation study
- Estimate market response models and use them to evaluate the impact of past marketing activities

Course content

The past couple of decades have witnessed an unprecedented explosion in the quantity and quality of information available to managers. To reach well-informed decisions, marketing research practitioners and marketing academics have developed and implemented a wide variety of analytical tools and models. This course will familiarize students with the state-of-art techniques and approaches that have become fundamental to marketing decision making in order to collect, analyse, and act on customer information. While the course guides students through the use of quantitative methods, it is not a statistic or math course. Through a combination of lectures and computer exercises, the course aims that students gain the expertise and confidence to analyse real marketing problems in rigorous manner, and support their analysis using appropriate analytical tools. The course also forms a preparation for the empirical research to be conducted for the Master's thesis.

Form of tuition

The course uses a combination of lectures and tutorials. The lectures focus on probing, extending and applying the course concepts and methods. Importantly, the lectures discuss for which marketing problems the techniques are typically used and how conclusions can be made for marketing management. The tutorials enable students to practice the concepts and methods discussed during the lectures.

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

- Hair, Joseph F., William, C. Black, Barry J. Babin and Rolph E. Anderson (2014), *Multivariate Data Analysis* (7th edition) – Pearson New International Edition, Harlow (UK): Pearson Education Limited. ISBN 10: 1-292-02190-X.

Digital Marketing

Course code	E_MKT_DM ()
Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	drs. E.F.J. Lancee
Examinator	drs. E.F.J. Lancee
Teaching staff	drs. E.F.J. Lancee
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

- Students are able to explain how digital marketing theories can complement traditional ones and how this should be translated in a multichannel marketing strategy;
- Students are aware of current theories and academic research and insights relating to digital marketing aspects;
- Students are able to carry out research in which academic insights are being applied to a practical business case.

Course content

The Internet and digital media have transformed marketing and business since the first website went live in 1991. More than 20 years later over one billion people around the globe regularly use the web to find products, entertainment and soulmates. Consumer behavior and the way companies market to both consumers and businesses have changed dramatically. To succeed in the future, organizations will need marketers, strategists and agencies with up-to-date knowledge of how to apply digital media such as the web, e-mail and mobile. Digital marketing is an exciting area to be involved in, since it poses many new opportunities and challenges yearly, monthly and even daily. Therefore the following strategic topics from the digital marketing literature will be discussed:

- Theories about digital consumer behavior & psychology; (digital buying behavior, sharing behavior & social behavior)
- Theories about digital marketing strategy; (digital value creation, multichannel strategy, social media strategy)
- Theories about the digital marketing mix; (product, price, place)
- Theories about strategic digital and multichannel communication; (multichannel communication, social media (viral) communication, digital branding & digital advertising)
- Theories about digital relationship management; (personalization, participation, e-CRM, e-profiling, loyalty)

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Recommended background knowledge

Marketing Strategy

Consumer marketing

Experimental Research

Course code	E_MKT_ER ()
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. F. van Horen
Examinator	dr. F. van Horen
Teaching staff	dr. F. van Horen
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

The primary objective of the course is to provide students with the concepts and tools needed for planning and designing laboratory experiments, and for collecting and analyzing behavioral data. The course will be hands-on and oriented towards providing technical skills for the design and implementation of laboratory experiments, including overcoming possible pitfalls and common barriers. Experiments are an important instrument of research in Marketing, especially in Consumer Behavior, but also in other disciplines like Economics, Psychology, Organizational Behavior, and Finance. Therefore, understanding the principles of experimental research is an important asset for all future managers in any discipline.

Course content

In this course, we will dig deeper into the different phases of conducting an experimental study. First, we will discuss how to come up with a specific research idea, ready to be tested in an experimental context, and how to create specific conceptual and statistical hypotheses about the relationship between (an) independent variable(s) and (a) dependent variable(s). Second, we discuss how to design and conduct an experiment in which you manipulate (an) independent variable (s), measure (a) dependent variable(s), and control extraneous variable (s). Third, we discuss how to analyze the results from an experiment, with the appropriate statistical tools (SPSS). Finally, we discuss how to interpret the results of an experiment, eliminate alternative hypotheses, and design a set of follow-up studies. These discussions are set against the backdrop of actual examples from practice and, in combination with your assignment, from your own research ideas.

Form of tuition

Lectures and computer tutorials

Type of assessment

Written examination: 70%;
Assignment: 30%;
each to be completed with a minimum score of 5.0

Course reading

t.b.a.

Geomarketing

Course code	E_MKT_GEOM (60442180)
Period	Period 4
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	prof. dr. J. Boter
Examinator	prof. dr. J. Boter
Teaching staff	prof. dr. J. Boter, dr. J.E.C. Dekkers
Teaching method(s)	Lecture, Practical
Level	400

Course objective

- Students are able to explain what GIS is and how the use of GIS can improve current business processes, in particular those relating to marketing issues.
- Students are aware of current theories and academic research relating to the spatial aspects of marketing and consumer behavior topics;
- Students are able to carry out a spatial analysis for a particular product, marketing or consumer behavior phenomenon.

Course content

A number of key issues in (strategic) marketing have a strong spatial component, such as:

- Location: where should a bank or shop locate its outlets to maximize profits or customer satisfaction? Contrary to Price or Promotion, Place is difficult to be changed on a short notice. Selecting an appropriate location, therefore, is crucial and has long- run implications.
- Assortment planning or micromarketing: Different areas have different demographics. Ideally, assortments of outlets are adapted to suit such local differences. Insight into what type of consumers live where can be an important help maximizing sales for the limited available shelve space that an outlet has available.
- Direct marketing/CRM: Nowadays, transaction systems link sales data to customer data. Thus, companies know where their customers live. These addresses may convey important background information about the customer profile, since the area of residence can say a lot about income, type of household, spending behavior and interests. Such insights may help in selecting the right addresses for, for example, cross- selling.
- Consumer behavior phenomena: a number of consumer behavior phenomena develop along particular spatial patterns. For instance, innovations are not adopted everywhere at the same time often, adoption follows a particular pattern across a country. Such insight is vital for the successful launch of new products.
- International Market Assessment and Expansion: companies that want to successfully export new products need to be careful in selecting their

best export opportunities. An interesting question in this global marketing- issue is what countries with attractive combinations of demographics and cultural characteristics are potential new market areas for new products.

In short, analysis of spatial (market) information is essential for many strategic and operational marketing decisions. Geographical Information Systems (GIS) are an important tool in carrying out such analyses. The following topics from both the marketing and spatial economics literature are discussed:

- Theories about spatial competition and location
- Theories about spatial patterns in consumer behavior
- 'Customer targeting' and geodemographics, determining (potential) market areas
- Location strategies for retail- and service companies
- Geographical Information Systems (GIS) and its use in market analysis, choice of location and strategic planning

Form of tuition

Lectures and computer tutorials

Type of assessment

Written examination: 70%

Assignment: 30%

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Honours Research Colloquia

Course code	E_ABRI_HRC ()
Period	Period 3+4
Credits	9.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Teaching staff	prof. dr. S.N. Khapova
Teaching method(s)	Seminar
Level	500

Course objective

By the end of this course students will:

- 1) Be aware of key research topics in ten business fields.
- 2) Be acquainted with differences in research designs and methods applicable to separate business fields.
- 3) Have experienced first-hand how students' own disciplinary backgrounds can inform and enable research and practices in other business fields.

Have initiated and composed a high quality research proposal.

Course content

This course focuses on introducing a selected group of talented students, representing different disciplines and different Master degree

specializations, to advances in business research in 10 business fields: corporate finance; distribution and supply chain logistics; strategy and entrepreneurship; human resources management; knowledge, information and networks; marketing; operations research; organizational behavior; accounting and control, and organization theory. Next to introducing students to the advanced business research topics, the course also addresses specifics of the research conducted in different business fields, including the types of research questions studied, the relevant methods used, and the implications flowing from this research.

The course aims to serve as an intellectual platform for future business leaders and academics. It involves students representing different disciplines and is therefore designed to enable cross-disciplinary debates leading to identifying "new" problems calling for urgent attention of business practitioners and researchers. These debates are also aimed at becoming an important source of knowledge creation for the students' individual course assignment – a research proposal. It concerns a theory development on an original business topic and a description of a potential study and aims at developing the skills to be able to find and develop a topic that is concrete and relevant, and write it in such a way that it attracts potential sponsors.

Form of tuition

The course consists of 10 weeks, plus introduction. Each week is dedicated to one business field referred to as a 'module'. Each module consists of 4 hours sessions.

Small teams are formed that will consist of students from a similar discipline to enable stronger debates between teams during the course. Teams are responsible for formulating research propositions for each week.

Sessions are typically structured in three major 'blocks':

1st part: lecture by a representative of the research group; often a full professor

2nd part: presentations by teams of the compulsory articles of the theme of the week

3rd part: interactive plenary discussion led by the professor

Type of assessment

The grade for this course consists of 70% individual research proposal; and 30% for the in-class team presentation of assigned articles.

Course reading

A set of approx. 4 academic articles each week that are distributed via Blackboard.

Entry requirements

This course is only available for students accepted to the MSc Honours Programme in Business Research (offered by ABRI Graduate School).

Managerial Integration Project Marketing

Course code	E_MKT_MIP (60442150)
Period	Period 3
Credits	6.0
Language of tuition	English

Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. F. Sotgiu
Examinator	dr. F. Sotgiu
Teaching staff	dr. A. Aydinli
Teaching method(s)	Lecture, Computer lab
Level	400

Course objective

The learning objectives of this course are:

- Getting acquainted with a variety of practical marketing issues that play a role within companies and understanding the market forces surrounding them.
- Seeing the interdependence between the various marketing domains (marketing strategy, marketing research, and consumer/business marketing) in real-life business situations.
- Selecting relevant marketing theories to match real-life business situations and applying them to solve marketing issues.
- Understanding and using marketing metrics and marketing accountability.

Course content

The course builds on what you have learned in the previous courses (i.e., Marketing Strategy, Consumer Marketing, and specialization electives) and you will apply this knowledge to a number of real-life business cases presented to you by practitioners. You will be exposed to managerial situations in both strategic and tactical settings and work on team assignments.

Form of tuition

Lectures and team assignments

Type of assessment

Assignments

Recommended background knowledge

Students should be familiar with the contents of the master courses:

- Marketing Strategy
- Consumer Marketing

Marketing Strategy

Course code	E_MKT_MSTRAT (60412060)
Period	Period 1
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. P. Ozturan
Examinator	dr. P. Ozturan
Teaching staff	dr. P. Ozturan
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

Marketing strategy focuses on how firms can identify opportunities for creating customer value and deliver this value effectively. Understanding the drivers of superior customer need fulfillment and establishing sustainable competitive advantage in the marketplace are key issues in this process.

The objective of this course is to give you insights into key topics within the field of marketing strategy, how effective strategic marketing decisions can be made and which effects they have for customers, firms, and other stakeholders.

By following this course, you will:

- Develop a state-of-the-art understanding of key topics within the field of marketing strategy based upon scientific marketing literature;
- Be able to substantiate strategic arguments using theory as evidence yet critically evaluate different theoretical perspectives as well;
- Develop analytical and creative skills that are necessary to understand and appreciate research methods used in the field of marketing strategy ;
- Learn to effectively apply marketing strategy theory to managerial applications and be able to solve marketing strategic problems for a particular business problem;
- Develop communication skills by contributing to class discussion and presenting case solutions, and get involved in your community with a well-nurtured international knowledge.

Course content

We will go beyond marketing tactics for a single product or service offering. Our focus will be on the strategic-level management of a firm's marketing resources and capabilities in order to build a sustainable competitive advantage. We will explore how to create value equity, brand equity and relationship equity to generate the greatest financial return for the firm. As such, topics such as market orientation, innovation, branding, customer loyalty, and customer lifetime value will be discussed extensively. We will do so based on state-of-the-art knowledge on these areas as well as a large business cases problem, and examples from business practice.

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Entry requirements

Marketing 3.1, Marketing Research and Research tutorial Marketing or equivalent.

Retail Management

Course code	E_MKT_RM ()
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Period	Period 2
Credits	6.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. A.I.J.G. van Lin
Examinator	dr. A.I.J.G. van Lin
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

- Learn about the world of retailing and their relation with manufacturers
- Develop an understanding about how consumers shop and browse at retail stores and websites
- Get to know the ins and outs of buying retail merchandise
- Get an understanding of how retailers set prices, decide on the assortment and the communication mix, and how retailers can create an appealing shopping experience by effectively managing the store and website
- Learn how omnichannel retailing, internationalization, and new technologies are changing the world of retailing and how retailers can turn these changes to their advantage

Course content

Without retailers, consumers would need to visit or contact every manufacturer separately. Retailers provide convenience and play a big role in the economy. Retail management, however, is far from an easy task. The world around us is changing and managing a retail store – whether offline or online – is ever more challenging. In this course, we discuss the basic retail concepts, look at consumer shopping and browsing behavior, focus on merchandise and store and website management, and take a step in the future and look at retailing in 2020. Each time, we discuss both offline and online retailing.

The course is relevant for students who aspire a job in retailing but also for those who aspire a job in which retailers have to be dealt with regularly, such as jobs in brand management, account management, etc.

Type of assessment

Written examination: 70%;
Assignment: 30%;
each to be completed with a minimum score of 5.0

Course reading

Academic articles

Recommended background knowledge

Marketing Strategy
Consumer marketing

Sales and Product Management

Course code	E_MKT_SPM ()
Period	Period 2
Credits	6.0

Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. A. Aydinli
Examinator	dr. A. Aydinli
Teaching staff	dr. A. Aydinli
Teaching method(s)	Lecture, Study Group
Level	400

Course objective

On successful completion of this course, students will

- Understand critical issues in product and sales management
- Have learned theory, concepts and frameworks to solve issues in product and sales management
- Have acquired business judgment skills in product and sales management

Course content

Product management is at the heart of many organizations' survival. It is typically used to describe a wide range of activities centred around a product or product line. This course aims to gain an understanding of the roles and responsibilities of a 'typical' product manager and covers relevant theories, methods and tools that help product managers to succeed with products in the market.

In particular, the sessions will focus on key decisions product managers typically have to make as part of their jobs.

The following themes will be touched upon in this course:

- Pricing decisions – the main factors to be considered when determining price and the psychology of prices.
- Sales promotions – how promotions affect sales and how to design more effective promotions.
- Channel and sales force management – different approaches for getting products to customers and how to manage sales force.
- Product development – managing product line and developing new products.
- Managing customers – the value of customers and customer relationship management strategies.

Form of tuition

Lectures, workgroups

Type of assessment

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Course reading

Academic articles

Recommended background knowledge

Marketing Strategy

Consumer marketing

Thesis

Course code	E_MKT_THS ()
Period	Ac. Year (September)
Credits	18.0
Language of tuition	English
Faculty	Fac. der Economische Wet. en Bedrijfsk.
Coordinator	dr. P. Ozturan
Examinator	dr. P. Ozturan
Level	500