



Marketing (MSc)

Vrije Universiteit Amsterdam - School of Business and Economics - M Marketing - 2017-2018

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. Furthermore, much attention is paid to developing the student's research skills, to be applied in an independent research project and Master thesis.

The MSc Marketing is a one year full-time programme, is taught in English and comprises 60 EC.

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Master Marketing - Obligatory courses

Below are the obligatory courses.

Vakken:

Naam	Periode	Credits	Code
Consumer Marketing	Periode 1	6.0	E_MKT_CM
Customer Intelligence	Periode 2	6.0	E_MKT_CI
Managerial Integration Project Marketing	Periode 3	6.0	E_MKT_MIP
Marketing Strategy	Periode 1	6.0	E_MKT_MSTRAT
Thesis	Ac. Jaar (september)	18.0	E_MKT_THS

Master Marketing - Electives I

Choose 1 of 2 courses.

Vakken:

Naam	Periode	Credits	Code
Digital Marketing	Periode 2	6.0	E_MKT_DM
Retail Management and E- Commerce	Periode 2	6.0	E_MKT_RMEC

Master Marketing - Electives II

Choose 1 of 2 courses.

Vakken:

Naam	Periode	Credits	Code
Branding and Advertising	Periode 4	6.0	E_MKT_BA
Sales and Product Management	Periode 4	6.0	E_MKT_SPM

Master Marketing - Electives III

Choose 1 of 3 courses.

Vakken:

Naam	Periode	Credits	Code
Cross-Cultural Consumer Research	Periode 4	6.0	E_MKT_CCCR
Experimental Research	Periode 4	6.0	E_MKT_ER

Honours Programme in Business Research (ABRI)

For talented and ambitious students, the programme offers the MSc Honours Programme in Business Research. This prestigious programme (20 additional EC) offers students the chance to look beyond the scope of their own specialization and to tackle and experience a broad variety of organisational and managerial issues. Students will be well-trained to look at research questions from different angles and be immersed in advanced research method skills. It is a step toward a successful academic or related research-oriented career.

Your programme

The MSc Honours Programme in Business Research provides talented students the opportunity to equip themselves with skills and experience needed to enter advanced positions in business research and consulting. The programme allows students cross disciplines, work closely with top researchers and to learn more about business beyond the scope of their specialization. The exposure to the variety of research tracks allows students to further design their specialization and to create their own unique career profile. The programme is worth of additional 20 EC on top of the regular Master's programme. Courses include, Honours Research Colloquia, Statistical Quantitative Research Methods, Qualitative Research Methods and Academic Writing Master Class. The programme concludes with an individual proposal for research.

Your future career

Upon successful completion of the honours programme, students will be awarded the title Master of Science in Business Administration (if that is your regular master). The Honours programme will be recorded in the diploma. Completing the MSc Honours Programme in Business Research gives you an advantage over regular Master's students when applying for academic research positions within or outside universities. One such career option is to enter a PhD trajectory. Besides academia there are also many research-related careers such as consulting and public administration that are also excellent career options.

Specific admission requirements

A bachelor's degree in Business Administration or related field. High motivation and interest in research, 7.5 GPA or higher. Also see www.abri.vu.nl.

Programme

The programme runs every year between January and August (with courses until June), and consists of two obligatory courses and one elective course.

Opleidingsdelen:

- [Honours Programme in Business Research \(ABRI\) - Obligatory courses](#)
- [Honours Programme in Business Research \(ABRI\) - Elective courses](#)

Honours Programme in Business Research (ABRI) - Obligatory courses

Two courses are obligatory.

Vakken:

Naam	Periode	Credits	Code
Academic Writing Master Class	Periode 4+5+6	5.0	E_ABRI_AWMC
Honours Research Colloquia	Periode 3+4	9.0	E_ABRI_HRC

Honours Programme in Business Research (ABRI) - Elective courses

Choose 1 of 2 courses.

Vakken:

Naam	Periode	Credits	Code
Qualitative Research Methods	Periode 4+5	6.0	E_ABRI_QRM
Statistical Quantitative Research Methods	Periode 4+5	6.0	E_ABRI_SQRM

Academic Writing Master Class

Vakcode	E_ABRI_AWMC ()
Periode	Periode 4+5+6
Credits	5.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Lesmethode(n)	Werkgroep
Niveau	500

Doel vak

By the end of this course participants will:

- Have acquired know-how and skills needed for producing a research proposal and/or thesis that can be qualified as academic publication and/or job application, depending on the standards for publication in their (sub-) discipline.
- Have experienced the process of framing and writing an academic output.

Have learned how to adapt their academic writing outcomes to various audiences including scholars and practitioners.

Inhoud vak

This course aims to equip the selective group of MSc Honours students with relevant knowledge and skills to produce a high quality research output. During the course participants will receive hands-on tips on how to deal with important issues such as writing academic English, framing and positioning in specific debates, structuring and argumentation,

highlighting their implications for different audiences, and reviewing.

The course is designed as a set of separate master-classes taught by different lecturers, who are experts in the field. By engaging the participants with these experts, the course provides comprehensive insights into writing as an activity. Thus, it can equally serve as basis for participants who wish to pursue an academic as well as a professional career (e.g., consultant, policy making).

Onderwijsvorm

Important to note that this is not a 'regular' course as it is designed as a set of separate master-classes. Through the use of published articles and reading material, exercises and hands-on examples from experts, participants will increase the ability to write and publish their work.

The master-classes are designed around a number of activities before (pre-seminar preparation work), during (in-class exercises) and after (master-class assignment) class. The course as a whole is integrated by means of an individual reflection assignment.

Toetsvorm

The grade for this course will be based on:

- 4 Master-class assignments (20% per assignment; cumulative 80% of the total grade)
- Individual Reflection assignment (20%)

Pre-seminar preparation work and in-class exercises – Although this coursework is not graded per-se, it has been developed to facilitate personal development and active participation in class. Therefore, participants are expected to hand in work prior to each seminar, even if not attending a seminar (see Attendance below). If not prepared, 1 point can be deducted from the final grade of the particular master-class assignment.

Attendance is obligatory for all the four master-classes. A one-time absence may be permitted, but only when a valid reason is provided.

Literatuur

A set of academic articles and other reading materials will be made available for each session via Canvas.

Vereiste voorkennis

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

Branding and Advertising

Vakcode	E_MKT_BA ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	prof. dr. ir. P.W.J. Verlegh
Examinator	prof. dr. ir. P.W.J. Verlegh
Docent(en)	A.W. Eigenraam MSc
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

Upon completion of this course, students:

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on the role of brands for marketing and the value of brands for consumer decisions.
- Effectively apply branding theories both to understand real-life marketing problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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 roles 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 discussion), 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.

Onderwijsvorm

Lectures, workgroups

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

Academic articles

Aanbevolen voorkennis

Marketing Strategy

Consumer marketing

Consumer Marketing

Vakcode	E_MKT_CM ()
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. J. Eelen
Examinator	dr. J. Eelen

Docent(en)	drs. I.J.C. Leijen, dr. J. Eelen
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals that are important to effective consumer marketing management (e.g., consumer decision making processes, social influences, customer engagement, and sustainability).
- Effectively apply consumer behavior and consumer psychology theories both to understand real-life consumer marketing problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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.

Onderwijsvorm

Lectures, workgroups

Toetsvorm

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

Literatuur

Academic articles

Cross-Cultural Consumer Research

Vakcode	E_MKT_CCCR (60442190)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	prof. dr. H. van Herk
Examinator	prof. dr. H. van Herk
Docent(en)	prof. dr. H. van Herk

Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

- Demonstrate a critical understanding of the challenges in cross-cultural survey research (e.g., measurement equivalence of data from different cultural populations).
- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on cross-country consumer research, including the role of culture at the country level and cultural differences within countries.
- Effectively apply cross-cultural frameworks to understand real-life international marketing problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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, Inglehart 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 national-cultural and personal values (Schwartz' theory), other aspects such as positive and negative sentiments towards foreign countries determine buying intention of foreign products. 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.

Onderwijsvorm

Lectures, workgroups

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

Academic articles

Aanbevolen voorkennis

Customer Intelligence (Period 2)

Customer Intelligence

Vakcode	E_MKT_CI ()
Periode	Periode 2

Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. A. Aydinli
Examinator	dr. A. Aydinli
Docent(en)	dr. A. Aydinli
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

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:

- Demonstrate a command of a range of research skills and the ability to apply those skills to address a customer intelligence research problem.
- Demonstrate a critical understanding of the applicability of quantitative (multivariate) methods and techniques commonly used in the fields of academia and business
- Effectively apply appropriate multivariate data analysis methods to solve practical customer intelligence problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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.

Onderwijsvorm

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.

Toetsvorm

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

Literatuur

- 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

Vakcode	E_MKT_DM ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	drs. E.F.J. Lancee
Examinator	drs. E.F.J. Lancee
Docent(en)	drs. E.F.J. Lancee
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on digital marketing and how such theories complement traditional theories.
- Effectively apply digital marketing theories both to understand real-life marketing problems and to design (multichannel) solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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)

Onderwijsvorm

Lectures, workgroups

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

Academic articles and additional materials as mentioned in the course manual

Aanbevolen voorkennis

Marketing strategy

Consumer marketing

Experimental Research

Vakcode	E_MKT_ER ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. F. van Horen
Examinator	dr. F. van Horen
Docent(en)	dr. F. van Horen
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

- Insight in concepts and tools needed for planning and designing laboratory experiments, and for collecting and analyzing behavioral data
- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on experimental research
- Effectively apply experimental research concepts and tools to design research for and analyze experimental data on consumer behavior and marketing problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other

presentations, provided in English, to both academic and professional audiences

Inhoud vak

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.

Onderwijsvorm

Lectures and computer tutorials

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

t.b.a.

Geomarketing

Vakcode	E_MKT_GEOM (60442180)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	prof. dr. J. Boter
Examinator	prof. dr. J. Boter
Docent(en)	prof. dr. J. Boter, dr. J.E.C. Dekkers
Lesmethode(n)	Hoorcollege, Practicum
Niveau	400

Doel vak

- Demonstrate a command of a range of GIS/spatial research skills and tools to analyze large quantities of secondary data with spatial aspects.
- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on the spatial aspects of marketing concepts (e.g., spread of innovation, WOM) and consumer behavior (e.g., travel).
- Effectively using GIS tools and methods to carry out spatial analyses to understand real-life spatial problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international

cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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 shelf 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

Onderwijsvorm

Lectures and computer tutorials

Toetsvorm

Written examination: 70%

Assignment: 30%

each to be completed with a minimum score of 5.0

Literatuur

Academic articles and GIS instruction material

Honours Research Colloquia

Vakcode	E_ABRI_HRC ()
Periode	Periode 3+4
Credits	9.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Docent(en)	prof. dr. S.N. Khapova
Lesmethode(n)	Werkcollege
Niveau	500

Doel vak

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.

Inhoud vak

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.

Onderwijsvorm

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

Toetsvorm

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

Literatuur

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

Vereiste voorkennis

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

Vakcode	E_MKT_MIP (60442150)
Periode	Periode 3
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. F. Sotgiu
Examinator	dr. F. Sotgiu
Docent(en)	dr. A. Aydinli
Lesmethode(n)	Hoorcollege, Computerpracticum
Niveau	400

Doel vak

The learning objectives of this course are:

- Select appropriate theory from a broad range of marketing and consumer behavior theories both to understand real-life, more undefined marketing problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates and professionals to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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.

Onderwijsvorm

Lectures and team assignments

Toetsvorm

Assignments

Aanbevolen voorkennis

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

- Marketing Strategy
- Consumer Marketing

Marketing Strategy

Vakcode	E_MKT_MSTRAT (60412060)
Periode	Periode 1
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. P. Ozturan
Examinator	dr. P. Ozturan
Docent(en)	dr. P. Ozturan
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

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:

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on marketing strategy.
- Effectively apply marketing strategy theory both to understand real-life marketing strategy problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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.

Onderwijsvorm

Lectures, workgroups

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

Academic articles

Qualitative Research Methods

Vakcode	E_ABRI_QRM (60505210)
Periode	Periode 4+5
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. M. Soekijad
Examinator	dr. M. Soekijad
Docent(en)	dr. A.J. Porter
Lesmethode(n)	Werkgroep
Niveau	500

Doel vak

Participants learn to conduct various elements of qualitative research that eventually aims at publishing qualitative research (design, data collection, data analysis, writing). Each session has its own detailed learning outcomes, as explained in the course manual.

Inhoud vak

The course enables a selected group of MSc Honours students to conduct in-depth, analytical, complexity-structuring empirical research. Students learn to conduct the various parts of qualitative research that fit with the elements of a qualitative research publication (methodology and methods, literature, empirical findings, discussion/analysis, conclusion). This advanced course is based on seminal work in journals such as AMR, AMJ, OSci, JMS, SMJ, ASQ and taught by faculty who will use their own practical experience with publishing qualitative research.

Onderwijsvorm

The course consists of 5 full-day sessions. Each session is dedicated to one element of a qualitative research process, and will consist of two parts, typically structured as follows: a morning part in which the topic is introduced and discussed and an afternoon part in which participants interactively work on a relevant assignment. All participants are expected to complete the assignments individually.

Toetsvorm

Students have to hand in 4 individual assignments, linked to the sessions, of which the best three are graded. The assignments can be based on the honours student's Master's thesis project (if that fulfils

the requirements). Assignments and exact evaluation criteria for grading will be explained during the sessions.

Part of passing the requirements of this course is that attendance is mandatory, being absent for more than one day leads to not passing the course. Besides attendance, a number of mandatory in-class assignments need to be handed in (not for grades). Active participation in discussions in class is expected as research is engaging in a debate and a willingness to do so should also be shown in class.

Literatuur

A set of academic articles will be made available via Canvas. The literature is assumed to have been read prior to each session.

Vereiste voorkennis

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

Retail Management and E-Commerce

Vakcode	E_MKT_RMEC ()
Periode	Periode 2
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. A.I.J.G. van Lin
Examinator	dr. A.I.J.G. van Lin
Docent(en)	dr. A.I.J.G. van Lin
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

This course focuses on retailing and e-commerce. Upon completion of this course, students:

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on both consumer shopping behavior as well as retailers' marketing and channel management.
- Effectively apply consumer shopping behavior and retail management theories to understand real-life retail problems and to design solutions to those problems.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

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 management and managing returns, and take a step in the future and look at retailing in 2025.

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.

Toetsvorm

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

Literatuur

Academic articles

Aanbevolen voorkennis

Marketing Strategy
Consumer Marketing

Sales and Product Management

Vakcode	E_MKT_SPM ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. A. Aydinli
Examinator	dr. A. Aydinli
Docent(en)	dr. A. Aydinli
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	400

Doel vak

Upon successful completion of this course, you will be able to:

- Demonstrate a critical understanding of the concepts and theories used, as well as key topics covered, in the top academic journals on (new) product management and sales.
- Effectively apply sales and product management theories both to understand real-life marketing problems and to design better market-based product strategies.
- Communicate and collaborate effectively with an international cohort of classmates to design and produce case solutions or other presentations, provided in English, to both academic and professional audiences.

Inhoud vak

Product management is at the heart of many organizations' survival. A good product manager acts like and is viewed as CEO of the product. It is typically used to describe a wide range of activities centered around a product or product line. This course aims to gain an understanding of the roles and responsibilities of a 'typical' product manager and offers students the chance to combine theory and practice to understand the most important concepts in product management. From a theoretical perspective, the course aims to introduce students to the issues faced by product managers and to provide an overall framework and a set of more specific tools to manage these issues, paying special attention to emerging topics in product management. From a practitioner perspective,

the course objective is to show how principles learned in class apply to real-world problems by making use of most up-to-date examples, cases, and in-class exercises.

The following themes will be touched upon in this course:

- Product decisions – managing the product line and developing new products
- Going to market – managing the channel and the sales force
- Pricing decisions – critical underpinnings of pricing decisions, and setting prices
- Sales promotions – designing effective sales promotions
- Communication decisions – integrated marketing communications, mass and digital communication
- Managing customers – acquisition, retention and managing for profitability

Onderwijsvorm

Lectures, workgroups

Toetsvorm

Written examination: 70%;

Assignment: 30%;

each to be completed with a minimum score of 5.0

Literatuur

Academic articles

Aanbevolen voorkennis

Marketing Strategy

Consumer marketing

Statistical Quantitative Research Methods

Vakcode	E_ABRI_SQRM (60502210)
Periode	Periode 4+5
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	prof. dr. H. van Herk
Examinator	prof. dr. H. van Herk
Docent(en)	dr. M.H. Morren
Lesmethode(n)	Werkgroep
Niveau	500

Doel vak

During this course students will learn about how to:

- Understand the qualities and pitfalls of survey research.
- Analyze survey data on quality and validity.
- Test and interpret structural equation models.

Inhoud vak

This course offers a selected group of MSc Honours students an overview of advanced statistical quantitative methods in different research design settings. Students are taught to make informed decisions regarding choices of statistical analysis techniques. The emphasis is on advanced and recent techniques that are used in top business journals

including Accounting, Organizations & Society, Organization Science, and The Journal of Marketing among others. These methods include for example structural and simultaneous equation models, partial least-squares models, models relating to self-selectivity and endogeneity.

This course offers an introduction to several important topics in conducting research. Students will learn about statistical methods, such as the chi square test, t-test and the F-test. Next to statistics, other research topics, such as data collection and survey design, will be treated. The focus will be on how data collection can lead to surprising results in analysis, and how the various analysis methods are related to one another. Finally the course will teach students how to develop and test structural equation models (SEM) and provides hands on experience to use software to test these models.

Onderwijsvorm

The course consists of 7 days, each day is dedicated to one research topic, and will typically consist of a session in which the topic is introduced and one in which there is time for practice by means of in-class assignments. Lab sessions will be organized to give students hands-on experience.

Toetsvorm

The final grade is based on the average of the five best assignments (out of a maximum of 6). Attendance is mandatory. Being absent for more than one session leads to not passing the course. There is no written exam.

Literatuur

A set of academic articles and materials will be made available for each session via Canvas and are expected to be read before a session starts.

Vereiste voorkennis

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

Thesis

Vakcode	E_MKT_THS ()
Periode	Ac. Jaar (september)
Credits	18.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. M.H.P. Kleijnen
Examinator	dr. M.H.P. Kleijnen
Niveau	500

Doel vak

Academic Skills

Ability to demonstrate a command of all the academic research skills necessary to make (academic, managerial and societal) relevant contributions to the marketing discipline.

Knowledge

Ability to explain specialized, marketing-related theory published in top academic marketing journals, as state-of-the-art in thinking about the discipline.

Bridging Theory and Practice

Ability to

- examine complex real-life marketing case problems from different (theoretical) perspectives and design well-founded, substantiated solutions;
- apply marketing theory and relevant methods in real-life situations.

Professional/social Skills

Ability to present in English (both orally and in writing) to both academics and professionals.

Broadening your Horizon

Ability to formulate your own opinion on Master's related issues within society, your outlook including both economic interests and environmental, societal and ethical concerns.

Self-awareness

Ability to take responsibility for your own learning and knowledge.

Inhoud vak

Your Master Thesis (18 EC) is the ultimate individual examination which marks the culmination of your master's program in Marketing. Being the final frontier of your MSc program, the thesis builds on preceding courses and challenges you to both integrate the marketing knowledge and research skills you have acquired so far en develop a novel insight into the marketing discipline. To that end you will individually perform an academic research project on a specialized marketing-related topic of your choice. You will present a comprehensive, in-depth study that includes both a conceptual framework as well as an empirical research that tests the relationship proposed. The thesis is a written document, much like the academic articles you have studied throughout the program. In addition, you will present your work in a video pitch that communicates the essence of your work in a concise and persuasive way to a professional audience.

Onderwijsvorm

Individual and/or group meetings

Toetsvorm

Thesis (including video pitch) – Individual assessment

Literatuur

The thesis manual

Academic articles relevant to the topic of the thesis

Vereiste voorkennis

In order to start the thesis, students must have successfully completed 2 out of 4 courses of period 1 and 2 (12 EC), of which one course is Customer Intelligence.

Aanbevolen voorkennis

Relevant courses regarding the topic of your choice as well as methodology courses relevant to your research design and method.

Doelgroep
MSc Marketing students