



## Marketing (MSc)

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - M Marketing - 2013-2014

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.

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# ABRI Honours Programme

## M Marketing

Vakken:

Naam	Periode	Credits	Code
<a href="#">Academic Seminar Marketing</a>	Periode 4	6.0	E_MKT_ASM
<a href="#">Business Marketing</a>	Periode 2	6.0	E_MKT_BM
<a href="#">Consumer Marketing</a>	Periode 2	6.0	E_MKT_CM
<a href="#">Cross-Cultural Consumer Research</a>	Periode 4	6.0	E_MKT_CCCR
<a href="#">Customer Intelligence</a>	Periode 1	6.0	E_MKT_CI
<a href="#">Geomarketing</a>	Periode 4	6.0	E_MKT_GEOM
<a href="#">Managerial Integration Project Marketing</a>	Periode 3	6.0	E_MKT_MIP
<a href="#">Marketing Strategy</a>	Periode 1	6.0	E_MKT_MSTRAT
<a href="#">Thesis</a>	Ac. Jaar (september)	18.0	E_MKT_THS

## Academic Seminar Marketing

<b>Vakcode</b>	E_MKT_ASM (61452080)
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. M.H.P. Kleijnen
<b>Examinator</b>	dr. M.H.P. Kleijnen
<b>Docent(en)</b>	dr. F. van Horen
<b>Lesmethode(n)</b>	Werkgroep, Hoorcollege, Responsiecollege
<b>Niveau</b>	400

### Doel vak

- Understand how scientific knowledge is developed
- Building expertise in an area of marketing
- Understand the skills required for doing academic research

### Inhoud vak

In first half of this period, students will choose one out of several marketing topics offered by the department to explore more in depth. Articles from top scientific journals are to be studied and to be discussed in so-called special topic sessions.

In a number of sessions in the second half of this period, students will be instructed on academic research skills, such as:

- Choosing a research topic and defining a problem statement
- Setting up a theoretical framework
- Different data sources and methodologies

### Onderwijsvorm

Plenary sessions  
Special Topic sessions  
Tutorials

### Toetsvorm

Written individual exam 100 percent

### Literatuur

Articles related to special topic sessions  
Articles related to plenary sessions/tutorials  
Lecture slides

Details will be announced via Blackbaord

### Aanbevolen voorkennis

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

- Marketing Strategy
- Advanced Marketing Research
- Consumer Marketing
- Business Marketing

### Overige informatie

This course is only available to students of the MSc in Marketing.

## Business Marketing

<b>Vakcode</b>	E_MKT_BM (61422130)
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	400

### Doel vak

Business-to-business marketing (B2B) is highly important as about 70% of all turnover is made in business markets. Similarly, most students find employment in positions emphasizing business marketing. Examples of such positions include that of sales manager, consultant, business development manager, and most marketing manager functions. This course is targeted at the issues, challenges, and trends that organizations face when operating in business markets. This course provides insight into structural and process issues by which organizations cooperate or compete with other organizations. The course introduces the theoretical and managerial implications of such behavior for marketing. Furthermore, some consideration will be given to intra-organizational issues. The learning objectives involve the attainment of understanding of the concepts and theories used in business marketing through a selection of articles published in renowned academic journals. In addition, the course focus is on competence, i.e., the ability to

effectively use and apply these concepts. The course will focus exclusively on business markets, and will address a wide variety of topics such as business relationships, outsourcing, (multi) channel marketing, negotiation, incentives, sales, and pricing. In addition, the course will introduce and discuss a number of recent developments in business marketing. One or two quest lectures are planned to relate the theories discussed to practice. Active participation of the students during discussions is required.

### **Inhoud vak**

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### **Onderwijsvorm**

Lectures and tutorials.

### **Toetsvorm**

The course is assessed 100% on a written exam.

### **Vereiste voorkennis**

Students should have basic knowledge of marketing, including:

- Bachelor Economie en bedrijfseconomie: Marketing 3. 1
- Bachelor Bedrijfskunde: Services Marketing
- Pre- Master students: Marketing (and Thesis)

### **Overige informatie**

none

## **Consumer Marketing**

<b>Vakcode</b>	E_MKT_CM (61422120)
<b>Periode</b>	Periode 2
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.

<b>Coördinator</b>	dr. R. Prins
<b>Docent(en)</b>	dr. R. Prins
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	400

### Doel vak

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

### Inhoud vak

In the business world, the importance of what is known as 'customer focus' cannot be overstated. It is widely recognized as 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 selected articles. In addition, the course focuses on competence development, i. e., the ability to effectively use and apply these concepts in real- life situations. The course will focus exclusively on consumer markets and will address in greater depth a selection of consumer marketing concepts introduced in the Consumer Behavior course. In addition, the course will introduce a number of recent developments in consumer marketing.

### Onderwijsvorm

Lectures and tutorials

### Toetsvorm

written (interim) examination

### Literatuur

Articles (will be made available on Blackboard)

### Vereiste voorkennis

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

## Cross-Cultural Consumer Research

<b>Vakcode</b>	E_MKT_CCCR (60442190)
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. H. van Herk
<b>Docent(en)</b>	prof. dr. H. van Herk
<b>Lesmethode(n)</b>	Hoorcollege
<b>Niveau</b>	400

### Doel vak

- 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

### 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 en Schwartz are introduced to understand cultural differences between countries. The value structures from the aforementioned frameworks have been successfully used in various studies in international marketing and consumer research. In addition to values, other aspects such as attitudes towards foreign countries determine buying intention of foreign products. In the latter context, consumers' attitudes towards foreign countries in general such as 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.

### Onderwijsvorm

lecture

### Toetsvorm

case study (group assignment) and interim examination

### Literatuur

Scientific articles

### Vereiste voorkennis

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

## Customer Intelligence

<b>Vakcode</b>	E_MKT_CI ()
<b>Periode</b>	Periode 1
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. L.J. Paas
<b>Docent(en)</b>	dr. L.J. Paas



<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	400

### **Doel vak**

- Learn about the various practical customer intelligence questions that managers may struggle with, e.g., product development questions, prospect selection questions and customer segmentation questions
- Learn to work with different types of customer intelligence data, such as customer survey data, transactional data and data resulting from experiments, for solving the salient customer intelligence questions firms may have
- Obtain rigorous knowledge of the most important multivariate data analysis and data mining techniques used for answering customer intelligence questions
- Applying multivariate data analysis and data mining techniques in SPSS and interpreting the output of such applications in terms of customer intelligence questions
- Develop the ability to select the correct data analysis or data mining technique for a practical customer intelligence problem

### **Inhoud vak**

In this post information-revolution era firms have gathered terabytes of information about consumers and their customers. The plethora of information stems from multiple sources, such as consumer and customer surveys, client-lab experiments and transaction databases. This course presents state-of-the-art techniques and approaches for transposing the abundant data into actionable information for marketing managers and other top-level decision makers. To attain these goals one requires a sound knowledge of customer intelligence research and data analysis techniques.

This course offers students thorough insight in the most important customer intelligence questions, data and data analysis techniques. It also teaches them how to pursue the analyses in the statistical software package SPSS. Thereby, the course forms a preparation for the empirical research to be conducted for the Master's thesis.

During the lectures at least the following data types will be discussed: survey data, data resulting from experiments on customers and consumers and transactional (data mining) data. The following techniques for analyzing such diverse sources of data will also be discussed: factor analysis, scale construction, linear regression analysis, conjoint analysis, logistic regression, MANOVA and cluster analysis. The discussions concentrates on customer intelligence applications of the techniques instead of technical details. Various practical customer intelligence research examples will illustrate this application. During the tutorials, students will exercise the application of the techniques in SPSS and the interpretation of output, based on real-life customer intelligence data sets.

### **Toetsvorm**

Written interim examination that includes an SPSS assignment: 100 percent

### **Aanbevolen voorkennis**

Knowledge of SPSS and basic statistics

## **Geomarketing**

<b>Vakcode</b>	E_MKT_GEOM (60442180)
<b>Periode</b>	Periode 4
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. J. Boter
<b>Docent(en)</b>	prof. dr. J. Boter
<b>Lesmethode(n)</b>	Hoorcollege, Practicum
<b>Niveau</b>	400

### Doel vak

- 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.

### 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

10hrs lectures  
 10hrs computer tutorials  
 4hrs excursion and presentation

### Toetsvorm

written interim examination: 70 percent  
 assignment: 30 percent  
 Each to be completed with a minimum score of 5.0

### Literatuur

Academic papers (a list of papers will be distributed via Blackboard before the course)

### Aanbevolen voorkennis

Advanced Marketing Research

## Managerial Integration Project Marketing

<b>Vakcode</b>	E_MKT_MIP (60442150)
<b>Periode</b>	Periode 3
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. R. Prins
<b>Docent(en)</b>	dr. R. Prins
<b>Lesmethode(n)</b>	Hoorcollege, Computerpracticum
<b>Niveau</b>	400

### Doel vak

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 the effectiveness of marketing on firm performance.
- Working effectively in a team to solve marketing problems in a short time frame.

### Inhoud vak

The course builds on what you have learned in the previous courses (i.e., Marketing Strategy, Advanced Marketing Research, Consumer Marketing, and Business Marketing) 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
- Advanced Marketing Research
- Business Marketing
- Consumer Marketing

## Marketing Strategy

<b>Vakcode</b>	E_MKT_MSTRAT (60412060)
<b>Periode</b>	Periode 1
<b>Credits</b>	6.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	dr. P. Ozturan
<b>Docent(en)</b>	dr. M.H.P. Kleijnen, dr. P. Ozturan
<b>Lesmethode(n)</b>	Hoorcollege, Werkgroep
<b>Niveau</b>	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 state- of- the art insight 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 develop, implement, and critically evaluate the marketing strategy for a firm's product or service;
- Develop analytical and creative skills that are necessary to define and develop superior value, and sustain both the value and the profitability in the face of ever- changing customer needs and competitive offerings;
- Learn to effectively apply marketing strategy theory to managerial applications;
- Develop skills to solve marketing strategic problems based on case assignments;
- Develop communication skills by presenting case solutions in the classroom.

### **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 cases and examples from business practice.

### **Onderwijsvorm**

Lectures and case discussion classes.

### **Toetsvorm**

Written examination.

### **Literatuur**

Papers, cases (references provided on Blackboard).

### **Vereiste voorkennis**

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

## Thesis

<b>Vakcode</b>	E_MKT_THS ()
<b>Periode</b>	Ac. Jaar (september)
<b>Credits</b>	18.0
<b>Voertaal</b>	Engels
<b>Faculteit</b>	Fac. der Economische Wet. en Bedrijfsk.
<b>Coördinator</b>	prof. dr. J. Boter
<b>Niveau</b>	500