



Premaster Marketing

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

The pre-master programme consists of 30 ECTS (5 courses of 6ECTS each) and runs for half a year (February till July). The pre-master programme is only to be taken by students with a suitable HBO degree. It is a bridge programme that aims to prepare HBO students for studying at a university. Therefore, it mostly consists of courses that provide training in academic reading, reasoning, and writing, research methodologies and statistics. Each master has its own pre-master programme. Upon successfully completing the pre-master programme you are entitled to enrol in the master programme.

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PM Marketing

Vakken:

Naam	Periode	Credits	Code
Academic Knowledge and Skills	Periode 4	6.0	E_PM_AKS
Academic Paper	Periode 4+5+6	6.0	E_PM_AP
Qualitative Research Methods	Periode 5	6.0	E_PM_QUALRM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM
Services Marketing	Periode 4	6.0	E_PM_SMKT

Academic Knowledge and Skills

Vakcode	E_PM_AKS ()
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Docent(en)	drs. P.H. Ongenae, dr. K. van Bommel
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

This course will provide students with the academic knowledge and skills that underpins scientific research in business and management contexts.

Attention is paid to:

- Academic reasoning: thinking conceptually, asking critical questions, being able to see linkages and think from different perspectives.
- Academic reading: understanding, analyzing, and evaluating scientific literature – mainly academic journal articles.
- Academic research: formulating a definition of an (economic or business) problem and the purpose of the research, preparing and setting up the research, understanding the empirical cycle, to understand what a theory is.
- Writing skills: to be able to write in accordance with academic conventions.

Toetsvorm

There are two types of assessment in this course. The knowledge acquired during the lectures and the designated chapters from the textbook by Turner et al. (see course readings) are assessed by means of an exam. Secondly, students will produce a literature review. During the work groups you will receive further guidance and feedback. There will be three work groups: one for Marketing, one for Strategy and Organisation, and a combined group for MC, ENT, IKM and HRM. More details about the

review will be provided by the respective coordinators of the workgroups.

The final grade for Academic Knowledge and Skills is based on the exam result and the grade for the review. The student has to achieve of 5,5 for both parts in order to pass this course. In case of a failing grade on the exam, a re-sit will be granted at the end of the next period (period 5). In case of a failing grade on the work group result, it will not be possible to get credits from this course.

Vereiste voorkennis

The course is part of the pre-Master programme of the Faculty of Economics and Business Administration. Participation is reserved for students of this pre-master programme and other students who have been granted permission by the programme director of the pre-master programme.

Academic Paper

Vakcode	E_PM_AP ()
Periode	Periode 4+5+6
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. M.W. van Gelderen
Niveau	300

Doel vak

To gain experience in designing, executing, and reporting research

Literatuur

The readings involved in producing the academic paper are master/specialisation specific, and mainly consist of journal articles to be gathered by the student. Individual supervisors may supply you with a key starting reference where needed.

Qualitative Research Methods

Vakcode	E_PM_QUALRM ()
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

- Qualitative research strategies and research cycles (case study; grounded theory; ethnography; focus group) are discussed and after successful completion of this course, participants should know when to use which strategy.
- Qualitative methods of data collection (incl. interviews) and analysis (incl. coding) are discussed, and after successful completion of this course, participants have gained hands-on experience with each of these.

In this course students will develop their ability to:

- Explain the most important qualitative research strategies
- Design a qualitative pilot study in an organizational or business setting.
- Collect qualitative data, especially through interviews, and analyze these data in a structured way.
- Write an academic report on a qualitative study.

Inhoud vak

This course aims to familiarize you with different qualitative approaches in business research and develop your skills to apply qualitative research methods.

Onderwijsvorm

Lectures and tutorials.

The lectures provide an introduction to the use of qualitative methods in business research. The assignments are introduced in the lectures and the lectures provide the background knowledge needed to make the assignments. Attendance to the lectures is strongly recommended. During the tutorials students will receive guidance and feedback on their assignments. Presence at the tutorials is obligatory.

Toetsvorm

Individual written exam.

Group assignment.

Literatuur

P. Eriksson & A. Kovalainen (2008). Qualitative methods in business research. London: Sage.

And material provided on Blackboard.

Quantitative Research Methods

Vakcode	E_PM_QUANRM ()
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

- Quantitative research strategies and research methods (survey; true experiment, quasi-experiment) are discussed and after successful completion of this course, students should know when to use which strategy.

- Quantitative methods of data collection (survey) and analysis are discussed, and after successful completion of this course, students have gained hands-on experience with each of these.

In this course, students will develop their ability to:

- Explain the most important quantitative research strategies
- Design a quantitative pilot study in an organizational or business setting.
- Collect quantitative data, especially through surveys, and

analyze these data in a structured way.

- Write an academic report on a quantitative study.

Inhoud vak

This course aims to familiarize you with different quantitative approaches in business research and develop your skills to apply quantitative research methods.

Onderwijsvorm

Lectures and tutorials.

The lectures provide an introduction to the use of quantitative methods in business research. The assignments are introduced in the lectures and the lectures provide the background knowledge needed to make the assignments. Attendance to the lectures is strongly recommended. During the tutorials students will receive guidance and feedback on their assignments. Presence at the tutorials is obligatory.

Toetsvorm

Individual exam.

Group assignment.

Literatuur

Blumberg, Cooper, and Schindler (2011). Business Research Methods. McGraw-Hill Education.

Materials provided on Blackboard.

Services Marketing

Vakcode	E_PM_SMKT ()
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	drs. W. de Vries
Lesmethode(n)	Hoorcollege
Niveau	300

Doel vak

The academic goals associated with this course are to:

1. define a service and understand the implications of this on marketing research, buyer behaviour (B2B and B2C), classification of services
2. full knowledge of marketing strategies
3. design analysis of the environment
4. develop and implement promotional, pricing, product, distribution strategies for a service giving consideration to the demand management implications
5. explain the importance of the measurement of service quality, Managerial goals are the implementation of all academic theories towards 5 companies.

After completing this course, you should be able to:

- Describe the differences between various types of services companies;
- Use appropriate terminology to discuss key services marketing concepts;

- Gather and use appropriate information to analyze service organizations;
- Apply your knowledge of services marketing to specific business environments and your own experiences as a consumer/employee.

Inhoud vak

In marketing science there is a difference between goods and services. Goods marketing includes the marketing of fast moving consumer goods (FMCG) and durables. Services marketing typically refers to the marketing of both business to consumer (B2C) and business to business (B2B) services. Common examples of service marketing are found in telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, and professional services.

When it comes to marketing a service it can at times be more challenging than marketing a product. Service providers are not selling something that is tangible; you are in fact selling the invisible. When selling a service the customer experience is extremely important to closing the deal and marketing effectively. The experience has an impact on the perceived value of the service. Services also tend to have the reputation that they are built on one individual. The people involved in selling and performing the service have the ability to make or break a company's reputation. It's harder to do damage control for service companies.

Consumers often find it more difficult to compare service providers due to the intangibility of services. They can not touch or feel the service, and therefore customers have to trust that the service will perform as promised.

In order to manage the expectations some explanations follow. Services and the corresponding service delivery process entail a certain degree of interactivity between the organization and the customer (B2C or B2B). An airline transports passengers and an insurer agrees a policy with an insured person. This interaction can or has to be managed. This course provides a straightforward knowledge, academic and managerial, about the marketing of services. This course will cover all the strategic issues (Ansoff, Porter, Hamel & Prahalad, Treacy & Wiersema, Kim & Mauborgne) but also the implementation (online, offline, capacity management, waiting lines etc) , the adoption of new services and the communication during the service delivery process.

Services marketing is an exciting subject and eventual working in it is a very realistic scenario for each student.

Toetsvorm

A written exam (open questions). Approximately 10 questions

Literatuur

The readings will be announced at the first lecture by the teacher. The course readings will consist a theory book and at least 6 papers out of several academic journals (Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Marketing Research).