



Premaster Marketing

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - P Marketing - 2014-2015

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.
Coördinator	dr. G.J. Schuiling
Examinator	dr. G.J. Schuiling
Docent(en)	dr. K. van Bommel, dr. E. Spiliotopoulou
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

This course will provide you with the academic knowledge and skills that are needed for theory-oriented research in the field of business and management. Attention is paid to:

- Academic orientation: you are able to explain the difference between practice, consultancy and research; and also the difference between two types of research: practice-oriented and theory-oriented research.
- Academic reading: you are able to search, select, read, summarize and analyze academic literature starting from a conceptual question.
- Academic topic choice: you are able to choose a topic for a literature review and describe its scientific and societal relevance.
- Academic reasoning: you are able to make an argument, starting from a conceptual question, think from different perspectives about this question and create linkages between concepts.
- Academic writing and presenting: you are able to write and present a literature review that is structured in a clear way, with references complete, correct language and good layout.
- Academic reviewing: you are able to formulate a research question based on your literature review; you are able to review other's (proposal for) literature review.

Onderwijsvorm

The course consists of two elements: lectures and workgroup sessions.

The final assignment of the workgroup is to make a literature review.

Lectures: During the course six lectures will be given. You are expected to attend all lectures as the workgroup sessions follow the topics of the lectures.

Work group sessions: Details about the work group assignments can be found in the manual of your workgroup on Blackboard. Step by step these assignments will help you to write a literature review. Each respective master or (BA) specialisation will have their own work group. Thus, marketing students attend the marketing work group, strategy students the strategy work group, etcetera. In case of small numbers of students, some specialisations may be grouped together.

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.

Literatuur

- Turner K., Krenus B., Ireland L. and Pointon L. (2011), Essential Academic skills, second edition", Oxford, Oxford university press.

- Scientific articles, course slides and other reading material are provided online and can be downloaded from Blackboard.

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
Examinator	dr. M.W. van Gelderen
Niveau	300

Doel vak

To gain experience in designing, executing, and reporting research

Inhoud vak

Academic Paper is the capstone course of the premaster programme. You will conduct a piece of research for which you will go through an entire research cycle. In your academic paper you report on a piece of research that you have conducted. The academic paper is written in accordance with standards and conventions for academic writing. The academic paper is written in English.

Each master and BA specialisation has their own manual for academic paper, which can be found on the Blackboard site.

For a number of masters and specialisations, period 6 is too short to conduct a complete research, and you will start already in period 4 or 5.

Most masters and BA specialisations will start their research already in period 5 while doing the method courses such as Qualitative Research Methods and Quantitative Research Methods. These two courses provide training in research design and data analysis. Please note, however, that your instructors for the methodology courses hold no responsibility for the supervision of, or data collection for the academic paper – these responsibilities remain with your academic paper supervisor. Parallel to these courses you will meet with your supervisor to decide on a research design, and you will start collecting data so that you can devote period 6 mostly to writing up your results.

Those who study Accountancy will take part in the part-time Accountancy programme and have their own arrangements. Please contact Cees Camfferman for details (c.camfferman@vu.nl).

Academic Paper supervision

Master/specialisation Supervisor Email address

Finance Victoria Atanasov v.atanasov@vu.nl

Marketing Ingmar Leijen ingmar.leijen@vu.nl

BA – Strategy & Organisation Astrid ter Wiel a.a.ter.wiel@vu.nl

BA – IKM Marlous Agterberg m.agterberg@vu.nl

BA – HRM Xander Lub x.d.lub@vu.nl

BA – Management Consultancy Koen van Bommel k.van.bommel@vu.nl

Entrepreneurship Eveline Stam-Hulsink a.m.c.e.stam@vu.nl

BA – Financial Management Ton Vorst a.c.f.vorst@vu.nl

BA - TSCM Eirini Spiliotopoulou e.spiliotopoulou@vu.nl

Contact your master- or specialisation supervisor for any questions or guidance. If that does not resolve your issues, then contact the overall pre-master programme coordinator Marco van Gelderen at m.w.van.gelderen@vu.nl.

Onderwijsvorm

You will make individual appointments with your supervisor. Those of you who start their academic paper in period 4 or 5 will make appointments with your supervisor in that period.

Toetsvorm

Each master and specialisation has its own manual for the academic paper. This manual contains information on such things as assessment criteria, assessment procedures, minimum requirements and expectations, structure of the paper, deadlines, and responsibilities of students and supervisors. This manual will be found in due course on the Academic Paper blackboard site.

In case your academic paper does not pass, you will have the opportunity to submit a new version.

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.
Coördinator	dr. M.H. Rezazade Mehrizi
Examinator	dr. M.H. Rezazade Mehrizi
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

We learn together how to think in the paradigm of qualitative research, how to design a sound qualitative research, how to select a proper mixture of qualitative methods for data collection and data analysis, and of course, we practice related skills (e.g., doing critical interview, thematic analysis, and theory development) with each other. These skills, are helpful in our academic projects (e.g., the academic papers), as well as in a wide range of professional practices (e.g., consultancy projects).

Inhoud vak

When we are interested in deeply understanding the complex and procedural aspects of a particular phenomenon, we are very much in the realm of qualitative research (QL). Metaphorically, if you want to know well your future partner, you need to have a complete, detailed knowledge of him/her. This requires close interactions, rich communication, and historical information about him/her. Of course, in this course, we do not study qualitative research for marriage or so; rather, we want to understand how organizations work. Strangely, qualitative research is not a method for collecting and analyzing qualitative data (you will discover why, in this course)! This course includes 1) lectures and interactions in the class, 2) a group research project for practicing various subjects and skills throughout the course in tutorial sessions and project assignment and interview practice, and 3) the final exam. For benefiting mostly from the course, you need to devote a good number of hours reading the associated chapters of the

book (see the following table), actively take part in the classes, critically, and creatively, work with your group-mates on your research project, and properly understand the concepts and their applications for the final exam.

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 important since the class quiz will be held during lectures. During the tutorials students will receive guidance and feedback on their assignments. Presence at the tutorials is obligatory.

Toetsvorm

Group assignments, individual class quiz, individual written exam.

Literatuur

A collection of book chapters and the materials provided on Blackboard.

Qualitative Research in Business and Management, by Michael D. Myers, ISBN-13: 978-085702974, second edition, from 2013.

Aanbevolen voorkennis

Critical thinking!

Overige informatie

The instructors track your learning path, through examining your quizzes and group projects. This data can be used anonymously for researching on how the students learned various subjects. Of course, no personal and confidential information about the students will be compromised. The content of the research projects might be used later on for further research analysis and be used as teaching cases in other courses.

Quantitative Research Methods

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

Doel vak

Objectives of the course

After having completed this course, you must be able to:

- Describe the characteristics of two quantitative research strategies (i.e., surveys and experiments).
- Explain the advantages/disadvantages of these two quantitative research strategies (i.e., surveys and experiments).
- Compare the two quantitative research strategies on their

characteristics and advantages/disadvantages (i.e., surveys and experiments).

- Perform essential steps in a quantitative research cycle: develop hypotheses, translate concepts into survey items, and analyze survey data to test the psychometric quality of items and answer a research question/test hypotheses.
- Recognize steps of quantitative research in academic papers.
- Understand what is presented in the Method and Results sections of academic papers with regard to participants and procedure, type of analyses, outcomes.
- Write an academic report according to scientific standards.

Inhoud vak

Course activities

This course consists of lectures, tutorials, and a team research project for practicing various aspects of the quantitative research cycle. The assignment will be described in more detail in a separate document. For benefiting mostly from the course, you need to devote a good number of hours reading the associated chapters of the book, actively take part in the lectures, critically and creatively work with your team members on your research project, and properly understand the concepts and their applications for the final exam.

Onderwijsvorm

Lectures and Lecture Quiz

During lectures, we discuss the main concepts and apply them to real examples. Lectures are on Tuesdays, from 13:30 to 15:15. Each session, you are asked to write down a "reflection quiz". This takes around 15 minutes, in which you are individually asked to write about your own understanding of a specific subject. The aim is to see how you learned about various subjects. You are asked to write "in your own words", which means trying to stick to your own words and understanding, rather than simply echoing the technical terms. The quiz counts for 15% of your final grade. The criteria for evaluating the quiz are 1) the depth of the answers, 2) the attention to nuances and details, 3) showing critical reflection skills (i.e., not repeating the ideas, but rather providing some personal criticisms of them and arguing for that). We provide you with feedback on your answers, yet not necessarily each week.

Note: You need to bring your own laptop or I-Pad, or any device that can be connected to the internet by which you can easily write down your answers and submit it "electronically".

Tutorials

The tutorial sessions are on Fridays (three groups of around 30 students each). In each tutorial session, we practice the skills that are central to the current week. We also apply the concepts to the group projects. You will receive feedback on your research project on the planned deadlines.

To familiarize you with the research report, some tutorials will require you to critically read and review specific parts of selected articles.

This will help you to see the structure that we use when writing our own reports. A list with articles is provided in the appendix.

Finally, your participation in the tutorials is highly important which is why participation in the tutorial meetings will be graded by the tutorial lecturer. The criteria for evaluating your participation is your preparation before the tutorial, your input during the tutorial, and your timeliness. The participation grade counts for 15% of your final grade.

Toetsvorm

Individual exam, team report, quiz

Literatuur

Blumberg, B., Cooper, D.R., & Schindler, P.S. (2011). Business Research Methods (3rd European ed.). London: McGrawHill. (obligatory literature). You need to buy/borrow the book (contact bachelor and master students who are likely to have the book). See appendix 2 for the specific chapters/pages we expect you to read.

Aanbevolen voorkennis

SPSS knowledge

Field, A. (2009). Discovering Statistics using SPSS. London: Sage. (recommended literature)

Overige informatie

Introduction

Quantitative research methods refer to the empirical investigation of social phenomena among large groups of individuals. All kinds of issues can be studied using quantitative methods: what factors influence employee motivation?; how does parental break-up influence children?; when are people most likely to go to the gym? etc. Statistical techniques are used to answer these questions. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. The process of measurement is central to quantitative research methods because the way phenomena are measured imply how much credibility the results will have and what answers you are able to give. Quantitative research methods are widely used in social sciences such as psychology, economics, sociology, marketing, and political science. The challenge is to analyze the data with the help of statistics and investigating whether the numbers will yield an unbiased result that can be generalized.

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
Examinator	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 of 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).