

# AUTUMN SEMESTER:

## Understanding consumer behaviour and developing digital marketing campaigns

### Would you like to learn how to develop a successful marketing communication campaign?

In this program you will develop in-depth knowledge in consumer behaviour and practical skills within market research, marketing communication and digital marketing. All essential elements for today's marketer.

### What you will learn

In the first part of the semester you will be working to set up a consumer behaviour research for an organization. Theory classes of consumer behaviour will help you understand its relevance to the practice of marketing. You will also learn how to conduct marketing research and perfect your statistical skills and writing skills. All this will help you to set up a research design, conduct the research, analyse the data and formulate tactical marketing recommendations. In the second part of this semester you will focus on digital marketing and marketing communication. You will develop an applicable and visually appealing marketing communication campaign. This will be supported by workshops in sales skills and story telling.

All this will be done in international project groups, with students coming from all over the world.

### Autumn semester

Part 1 (15 credits)	Part 2 (15 credits)
Consumer Behaviour (5 credits)	Omnichannel Marketing (5 credits)
Integrated Project Assignment (5 credits)	Integrated Project Assignment (5 credits)
Professional Skills 5 (5 credits)	Story Telling (2 credits)
<ul style="list-style-type: none"> <li>• Research Tooling - SPSS</li> <li>• Research Tooling - Writing</li> <li>• Professional Identity Exchange Student</li> </ul>	Sales Training (3 credits)

### Electives

n/a

### For questions you can contact:

Ms. Jane Chuhu  
senior lecturer

-or-

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hanze.nl/exchange