



Marketing - MSc (parttime)

Vrije Universiteit Amsterdam - Fac. der Economische Wet. en Bedrijfsk. - M Marketing (deeltijd) - 2016-2017

Verdiep uw kennis, verbreed uw blik en vergroot uw kansen

Het Master in Marketing programma neemt u mee op een tocht waarin u uzelf uitdaagt verder te kijken in de gebieden van marketingtheorie en marketingpraktijk. U zal leren om strategisch te denken, en dus te begrijpen op welke wijze superieure waarde voor klanten en andere stakeholders te creëren.

De Master gaat in op de laatste ontwikkelingen in marketing gebied. U leert gedurende deze opleiding conceptueel en analytisch denken en dit te vertalen naar praktijksituaties. Dat wil zeggen dat u modellen en theorieën kritisch kunt evalueren. Op basis hiervan bent u in staat de uitkomsten te relateren aan een breed scala van bedrijfsactiviteiten en sectoren. U doet ervaring op in het strategisch denken vanuit uiteenlopende invalshoeken. U maakt op een diepgaande manier kennis met de nieuwste 'state-of-the-art' literatuur. De inzichten die u hieruit opdoet kunt u direct toepassen in de cases die we behandelen en uw dagelijkse praktijk.

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Parttime Master Marketing year 1

Vakken:

Naam	Periode	Credits	Code
Interactive Marketing	Periode 5	6.0	E_PTBA_IM
Management Consulting	Periode 5	6.0	E_PTBA_MC
Performance Management and Control	Periode 4	6.0	E_PTBA_PMC

Parttime Master Marketing year 2

Interactive Marketing

Vakcode	E_PTBA_IM (61442100)
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. T. Verhagen
Examinator	dr. T. Verhagen
Niveau	400

Doel vak

The objective of Interactive Marketing is to develop an online marketing action plan. After following this course, students

- have an in-depth understanding of key issues in online marketing
- understand the basic methods and tools used for online marketing analytics
- have knowledge of key academic concepts and academic paradigms in the field of online marketing
- are able to assess the quality of current online marketing practices
- are able to consult an organization in improving its online marketing effectiveness
- have the practical skills to set up and work out an online marketing action plan

Inhoud vak

Online marketing has become of vital importance in finding, servicing and maintaining customers in today's network economy. Given the relevance of a good online presence, more and more organizations are confronted with the challenge to effectively use their website in a competitive landscape of competitors, search engines, comparison websites, and social network sites. Participants of the course Interactive Marketing focus on this challenge by writing an online marketing action plan for an existing organization. The plan is written in line with the customer decision-support system paradigm, which proposes web-based technology as instrument to guide website visitors through the stages of their purchase decision-making process. The plan

is substantiated with usage of the existing academic literature and application of basic methods for website analysis. The final plan aims to guide the organization in improving its revenues, lowering its costs, and boosting customer satisfaction. Addressed topics include: search engine marketing, search engine optimization, e-mail marketing, multi-channel marketing, social media, social media metrics, conversion, retention, website traffic analysis, website usability, website content analysis, website style, and online research. Mirroring practice, a team-based approach is used.

Onderwijsvorm

Lectures
Tutorials

Toetsvorm

Team presentation (10%)
Team assignment (90%)

Literatuur

Articles will be made available on Blackboard.

Vereiste voorkennis

Students should have knowledge of marketing basics. Knowledge in the field of E-Business / E-Commerce is recommended but not required.

Management Consulting

Vakcode	E_PTBA_MC ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. K. van Bommel
Examinator	dr. K. van Bommel
Niveau	400

Doel vak

- You have a basic understanding of consulting, what consultants do, how they work and the conditions under which they work;
- You are familiar with academic debates about consulting and the research struggles to understand what consultants do and what makes them successful;
- You know how consultants write, and have obtained some training in this writing style.

Inhoud vak

The purpose of this course is to introduce management consulting as a practice and thereby function to create a common starting point for all students in the specialization Management Consulting. The course is about the nature of management consulting, consulting methods, techniques, roles and activities, consultant-client relations and issues of professionalism and ethics.

Onderwijsvorm

Lectures and seminars

Toetsvorm

Written interim examination and assignments

Literatuur

Kubr (2002) Management Consulting: A Guide to the Profession Geneva:
International Labour Office

Performance Management and Control

Vakcode	E_PTBA_PMC (61421010)
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	Fac. der Economische Wet. en Bedrijfsk.
Coördinator	dr. P.C.M. Claes
Examinator	dr. P.C.M. Claes
Niveau	400

Doel vak

In this master course we will focus on theories, processes and practices of Performance Management and Control (PMC). By studying leading-edge research and best practices in PMC, the student will be able to:

- analyze
- and (re-) design PMC problems in practice
- and argue the validity of his/her PMC design using scientific literature.

Inhoud vak

In a series of teaching classes or lectures the following topics will be discussed: theories and practices of performance management, performance management in professional services organizations, performance appraisal and measurement, internal performance and external contribution, balanced score card, critical success factors, performance indicators, commitment and performance, the dimensions of work performance, performance management, and performance driven behaviour. These themes will be studied from two perspectives: an economic perspective, and a psychological perspective.

These topics will be integrated and applied in a design project of an actual PMC system. Students have to work in teams at the analysis and redesign for a PMC system. They can present and discuss their 'work in progress' with the teacher during a number of seminars. The design has to be made in the context of an actual organization. This context can be obtained by actually contacting an organization, or by using documents from newspapers, journals, or other sources. Combination of an economic perspective and a psychological perspective in handling the design question is mandatory. Topics from the lectures and the literature have to be integrated into the design. The design should both be feasible, and arguable on account of the literature as discussed during the course. Students have to search for, and use, additional relevant literature.

In addition, students will have to do an individual assignment in which knowledge and understanding of basic and important concepts and theories from the literature are assessed.

Onderwijsvorm

- Lectures (teaching classes) on obliged literature. Teachers will discuss the obliged literature.
- Meetings during which student groups present and discuss the progress of the design projects with one of the teachers. In addition, there is room for further explanation and discussion of the course literature.

Toetsvorm

Individual examination (exact format to be determined) and group case work. The exact way of determination of the final course grade will be announced in the course manual.

Literatuur

The following is required before the first meetings of the design project teams:

- Student have to form groups (of 5 students) themselves.
- The group has to find an existing organization where the performance management & control system (PMC) can be studied. The organization can be obtained by actually contacting an organization, or by using documents from newspapers, journals, or other sources. Some examples are hospital, police, municipality, auditing firm, consultancy firm, or high school.

At blackboard you can find some examples of earlier reports.