



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Marketing I

Course Code	E_EBE1_MRKT1
Credits	6
Period	P2
Course Level	100
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	prof. dr. F. Sotgiu
Examiner	prof. dr. F. Sotgiu
Teaching Staff	prof. dr. F. Sotgiu, dr. I.J.C. Leijen
Teaching method(s)	Lecture, Study Group, Written partial exam

Course Objective

Bridging Theory and Practice - Knowledge

You will be able to:

- Explain the role of marketing within the organization
- Identify the crucial elements of marketing strategy
- Use these elements to develop competitive advantage
- Analyse marketing situations and identify opportunities and threats to a company

Bridging Theory and Practice - Application

You will be able to

- Apply the central concepts of marketing to a real-world case
- Develop a marketing strategy based to gain competitive advantage in the market place

Social Professional Skills

You will be able to

- Communicate and present results from marketing analyses and formulate recommendations

Course Content

Digital technologies are shaking up the marketplace, making it more and more connected, engaging and social. Therefore it is now more vital than ever for marketers to develop meaningful connections with their customers. This course is an introduction to the world of marketing, that develops around creating customer value and building long term customer relationships. The course touches upon the central aspects of marketing: understanding the company's position in the marketplace, understanding the needs and wants of possible customers, deciding which customers to serve and how to establish and maintain a long term relationship. Next to these strategic elements, the course focuses on the key elements of the marketing mix (i.e., tactical marketing tools): which products need to be offered (Product)?; what is the best pricing strategy (Price)?; what is the right communication to reach the customers (Promotion), and through which channel (Place)?

Additional Information Teaching Methods

(Online) lectures Tutorials

Method of Assessment

Interim test - Individual assessment

Final exam - Individual assessment

Tutorials - Group assessment

Literature

Kotler P. & Armstrong G. (2021) Principles of Marketing. 18th Global Ed., Pearson Education. ISBN 978-1-292-34113-2.