COURSE DETAIL

ADVANCED MARKETING
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title ADVANCED MARKETING
UCEAP Transcript Title ADVANCED MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course on Advanced Marketing elaborates on the theme of creating value for customers in order to gain value for the company. In this course students use their already developed marketing knowledge to investigate the current marketing challenges and practices of companies in an industry of their choice. The course copes with state-of-the-art marketing practices which are increasingly studied by marketing scholars. As many of these new or advanced marketing practices are directly linked to using digital or online technologies, the course also pays close attention to these challenges and new trends. Moreover, students look at the marketing practices of those organizations that are usually not at the focus of traditional marketing literature, like small companies or non-profit organizations. Focusing on these recent trends show students that current marketing practices often use knowledge that has its roots in very different disciplines beyond economics and business management, such as cognitive psychology, sociology, communications, and increasingly engineering and IT. Thus, the course has a multidisciplinary character. In recent years the changes in customer preferences, cooperation in and between markets, and also usage of (mobile) IT-infrastructure has given rise to totally new business models and marketing strategies. Social media is used by consumers and businesses alike and more and more companies are actively using IT to create value for their customers. The whole process of buying, bargaining and selling can take place online, not to mention researching the needs and wants of customers too. A dominant view in marketing is that firms (as producers) are the drivers of innovation. More and more however users or (potential) customers seem to become the source of various marketing practices, including product development (e.g., user-generated products), promotion (e.g., customer-generated ads) and pricing (e.g., pay-whatever-you-want-pricing). Traditional marketing theory has been developed mainly in the context of larger corporations, typically operating in a business-to-consumer market. The more a business deviates from blue-chip companies like Philips, Sony, Unilever or Procter & Gamble, the more difficult and less useful traditional marketing models can be applied. However, creating value for their customers and users is also an important questions for small companies and increasingly for non-profit organizations (such as museums, zoos or public educational institutions). Students therefore also take stock

on marketing practices in these “deviant” organizations.

Language(s) of Instruction
English

Host Institution Course Number
ECB3AM

Host Institution Course Title
ADVANCED MARKETING

Host Institution Course Details

Host Institution Campus
Law, Economics and Governance

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed

Print