



Premaster Marketing

Vrije Universiteit Amsterdam - School of Business and Economics - P Marketing - 2017-2018

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.

Inhoudsopgave

Premaster Marketing	1
Vak: Academic Knowledge and Skills (Periode 4)	1
Vak: Academic Paper (Periode 4+5+6)	2
Vak: Consumer Behavior (Periode 4)	4
Vak: Digital Marketing and Metrics (Periode 5)	5
Vak: Quantitative Research Methods (Periode 5)	7

Premaster 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
Consumer Behavior	Periode 4	6.0	E_EBE3_CBEH
Digital Marketing and Metrics	Periode 5	6.0	E_EBE3_DMM
Quantitative Research Methods	Periode 5	6.0	E_PM_QUANRM

Academic Knowledge and Skills

Vakcode	E_PM_AKS ()
Periode	Periode 4
Credits	6.0
Voertaal	Nederlands
Faculteit	School of Business and Economics
Coördinator	dr. G.J. Schuiling
Examinator	dr. G.J. Schuiling
Docent(en)	drs. I.J.C. Leijen, dr. ir. A.A. ter Wiel
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

- Research orientation: you are able to explain the difference between three research orientations: pragmatic, positivistic and interpretative;
- Academic reading: you are able to search, select, read, summarize and assess academic literature starting from a conceptual question;
- Academic topic choice: you are able to choose a topic for a literature review and describe its relevance for theory and practice;
- Academic writing: you are able to write in a clear way, with references complete, in a correct language and a good layout;
- Academic reviewing: you are able to write and present a literature review; and to review other's (proposal for) literature review;
- Academic reasoning: you are able to formulate a research question and build an argumentation for a claim or conclusion.

Inhoud vak

This course Academic Knowledge and Skills helps the premaster students in making the transition from a practice orientation to a theory orientation. As a bachelor student at a hogeschool or University of Applied Sciences you will have had training in research skills and have done a practice-based research project. In the FEWEB academic master programs you are required to do theory-based research. You will learn to understand the difference between practice-based research and

theory-based research. We will explain and help you practice the skills you need in the academic world.

Onderwijsvorm

The course consists of two elements: lectures and workgroup seminars. During the course six lectures will be given. You are expected to attend all lectures as the workgroup seminars follow the topics of the lectures.

The workgroups are specific to your specialization. Thus marketing students attend the marketing work group, strategy students the strategy work group and so on. Details about the work group assignments can be found in the manual of your workgroup on Canvas. Step by step these assignments will help you to write an academic paper.

Toetsvorm

The assessment for this course consists of an exam and work group assignments. Both contribute 50% to your grade. The exam consists of multiple choice and open questions about the obligatory book, the academic articles and the course slides provided during the course. Your workgroup facilitator will grade your work group assignment(s). More information about the grading can be found in the manual of your workgroup.

Please note that both components need to be completed with a grade of 5.5 or higher. In case of a failing grade for the exam or the work group assignment(s), it will not be possible to get credits from this course.

In case an insufficient grade on the exam, a re-sit will be granted at the end of period 5. The maximum grade for students that need to rewrite their work group assignment after the first assessment is 5.5.

Otherwise, it is just not fair to those that did not get extra time to improve their work.

Literatuur

- Turner, K., Krenus, B., Ireland, L. and Pointon, L. (2011). Essential Academic Skills. 2nd Ed. Oxford: Oxford University Press.
- Scientific articles and course slides.

Vereiste voorkennis

The course is part of the pre-Master program of the Faculty of Economics and Business Administration. Participation is reserved for students of this pre-master program and other students who have been granted permission by the program director of the pre-master program.

Overige informatie

Voor dit vak hoeft je je niet zelf in te tekenen. Je wordt door de faculteit ingetekend op het vak en de onderliggende activiteiten.

Academic Paper

Vakcode	E_PM_AP ()
Periode	Periode 4+5+6
Credits	6.0
Voertaal	Nederlands
Faculteit	School of Business and Economics
Coördinator	dr. J. Sieweke
Examinator	dr. J. Sieweke
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. In your academic paper you report on a piece of research that you have conducted. The academic paper is written in English and in accordance with standards and conventions for academic writing. You will find further information about the academic paper in the course manual, which can be found in Canvas (please note that each programme has its own course manual).

Some premaster programmes will start their research already in period 4 or 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.

Academic Paper supervision

Finance: Norman Seeger (n.j.seeger@vu.nl)

Marketing: Ingmar Leijen (ingmar.leijen@vu.nl)

Entrepreneurship: Etienne Schraven (e.schraven@vu.nl)

BA – Digital Business and Innovation: Mohammad Rezazarde (m.rezazademehrzi@vu.nl)

BA – Financial Management: Norman Seeger (n.j.seeger@vu.nl), Andre Dorsman

(a.b.dorsman@vu.nl) and Leonard Wolk (l.wolk@vu.nl)

BA – Human Resource Management: Evgenia Lysova (e.lysova@vu.nl)

BA – International Management: Astrid ter Wiel (a.a.ter.wiel@vu.nl)

BA – Leadership & Change Management: Omar Solinger (o.n.solinger@vu.nl)

BA – Management Consulting: Koen van Bommel (k.van.bommel@vu.nl)

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

BA – Transport and Supply Chain Management: Sander de Leeuw (sander.de.leeuw@vu.nl)

Contact your supervisor for any questions or guidance. If that does not resolve your issues, then contact the overall pre-master programme coordinator Jost Sieweke (j.sieweke@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 their supervisor in that period. Please see the course manual for further information.

Toetsvorm

Each programme 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 Canvas page.

In case your academic paper does not pass, you will have the opportunity

to submit a revised version.

Literatuur

The readings involved in producing the academic paper are specific for each program, and mainly consist of journal articles to be gathered by the student. Individual supervisors may supply you with a key starting reference where needed.

Overige informatie

For this course you do not need to subscribe. You will be subscribed by the department.

Consumer Behavior

Vakcode	E_EBE3_CBEH ()
Periode	Periode 4
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. K.M.T. Millet
Examinator	dr. K.M.T. Millet
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak

At the end of this course you will be acquainted with the psychological theories, concepts, methods, and research findings central to the study of consumer behavior (Knowledge). You will be able to understand consumer decisions from different perspectives as well as to apply theoretical frameworks in different settings (Academic skills). In addition, you will be able to apply these theories in order to develop effective marketing strategies to influence thinking and behavior of consumers (Bridging theory and practice). Critical reading of and reflection on scientific articles will give you a good sense of how behavioral experiments are set up and analyzed. Moreover, you will actively participate in experimental research as well as develop the skills needed to understand experimental research, and interpret its experimental results (Research skills).

At the end of the course students will be able to:

- explain important concepts and theories in the study of consumer behavior;
- identify different drivers of consumer decisions;
- apply fundamental psychological theories to real-world consumer decision situations;
- interpret graphical output of simple experiments;
- explain the methodology of academic articles as discussed in class.

Inhoud vak

We are consumers, every day, every moment of the day. We consume food, drinks, education, and television programs. It is however not always easy to understand or predict the behavior of consumers. Why do consumers choose one car or holiday destination over the other? How are advertisements processed and when are they effective? Are preferences stable or easily malleable? For successful marketing management and

strategy, it is essential to get an understanding of the behavior of consumers. After all, marketing begins and ends with the consumer, from determining consumer needs to finally providing and maintaining consumer satisfaction. The course introduces you to some important psychological theories on memory, learning, perception, attitude, motivation, identity and social influences. We do not only focus on “big theories”, but also study specific articles from top-notch journals in the field, thereby illustrating how research in this field is done, how this contributes to our knowledge on consumer decisions as well as to develop critical thinking.

In addition to the conceptual part of the course, considerable attention is allocated to (experimental) research methodology.

By doing so, you will develop skills that are essential to truly understand specific academic articles in the field from A to Z (insights in methodology included).

Onderwijsvorm

Lectures.

Tutorials.

Toetsvorm

Written exam – Individual assessment.

(Interim) Assignment(s) – Group assessment.

Literatuur

A customized handbook: Consumer Behavior (compiled by Kobe Millet) – Available in the VU Bookstore; ISBN 978-1-4737-5799-8

Additional readings (tba) will be announced on Canvas.

Vereiste voorkennis

None.

Aanbevolen voorkennis

None.

Digital Marketing and Metrics

Vakcode	E_EBE3_DMM ()
Periode	Periode 5
Credits	6.0
Voertaal	Engels
Faculteit	School of Business and Economics
Coördinator	dr. F. Sotgiu
Examinator	dr. F. Sotgiu
Lesmethode(n)	Hoorcollege, Werkcollege
Niveau	300

Doel vak

During this course, you will develop an in-depth understanding of online marketing from a theoretical, analytical and practical perspective (Academic Skills). Building on the knowledge of Marketing II, this advances your knowledge on how to strategically design online marketing activities, and also how to analyze and evaluate the effectiveness of these online marketing activities (Knowledge,

Quantitative Skills). Moreover, you will apply this knowledge and skills in a real-life setting, enabling you to translate and apply theoretical knowledge into practice (Bridging Theory and Practice).

By the end of this course you will be able to:

- identify the right metrics and methods to evaluate online marketing activities;
- assess qualitatively and quantitatively online marketing strategies and tactics;
- identify which activities are more effective and why;
- use the information obtained to build an effective digital marketing strategy.

Inhoud vak

In the past decade, the Internet has caused fundamental changes in the way we live, learn, and do business. For marketers, the intense use of digital media, and the widespread adoption of smartphones has truly revolutionized the way marketing 'is done'. More than ever before, word of mouth and consumer communities are considered important market forces that influence consumer decision-making all along the purchase process. Moreover, companies are increasingly adopting a business logic based on co-creating value propositions with customers. Marketing, as a function that is closest to the consumer, plays a key role in giving shape to this new era in business management. With today's consumers continuously connected online, it is imperative for marketing managers to monitor the customer journey online in order to fully understand the impact of their marketing activities and plan successful new online marketing strategies. However, in the era of big data, managers often do not know which metric to focus on and how to extract valuable information from the data at hand.

By the end of this course, you will be able to assess qualitatively and quantitatively online marketing strategies during three important moments of the customer journey online: (1) Product search; (2) Purchase; (3) Post-purchase. For each moment, you will identify which factors play a bigger role in influencing consumers' attitude and behaviour, based on the literature and your own analyses. You will also be able to use the information obtained to evaluate the ROI of digital marketing and social media campaigns and build a successful online marketing strategy.

Onderwijsvorm

Lectures.

Tutorials.

Toetsvorm

(Interim) Assignment(s) - Group assessment.

Exam - Individual assessment.

Literatuur

Articles, cases, lecture slides.

The reading list will be announced on Canvas.

Vereiste voorkennis

None.

Aanbevolen voorkennis

Marketing I and Marketing II.

Overige informatie

The lectures are interactive.

Quantitative Research Methods

Vakcode	E_PM_QUANRM ()
Periode	Periode 5
Credits	6.0
Voertaal	Nederlands
Faculteit	School of Business and Economics
Coördinator	dr. J.K. Oostrom
Examinator	dr. J.K. Oostrom
Lesmethode(n)	Hoorcollege, Werkgroep
Niveau	300

Doel vak

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

- Describe and explain the most important quantitative research strategies
- Perform essential steps in a quantitative research cycle: develop hypotheses, translate concepts into measurable survey items, and analyze survey data to test the psychometric quality of items and answer a research question or test hypotheses
- Read academic papers and understand their Methods and Results section
- Write an academic report based on a quantitative study

Inhoud vak

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. An example exam will be provided on Canvas in due time.

Onderwijsvorm

Lectures and Lecture Quiz

During lectures, we discuss the main concepts and apply them to real examples. Each lecture, 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 10% of your final grade. 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" via Canvas. Furthermore, some lectures will deal with SPSS examples. Last year students indicated that they would have been more helped when they would also have SPSS on their tablet so that they can follow the steps. You can buy SPSS via Surfspot for 12.75 using your VUnet ID.

Tutorials

In each tutorial session, we practice the skills that are central to the theme of 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 for a thorough understanding of the course. Please prepare well and be on time!

Toetsvorm

Research Project

To actually practice the skills of quantitative research, you work in teams of max. five students. A similar research project is defined for all teams: yet, the empirical case for each team is different. Due to the limited time for the course, we work with predefined surveys.

However, each year we think of a new study that should match your interests. As you may understand, it also matches the interest of the lectures to achieve a good quality study. You first discuss, based on the variables in the survey, what research question your team would like to focus on. Then, you start to familiarize yourself with several statistical procedures to check and analyze the data. Accordingly, you test the hypotheses that you have formulated. These activities are all included in the final report. During the development of the project, you have two chances to receive feedback on your project: 1) when you finished the introduction and method section; and 2) when you finished analyzing the data. In addition, the last tutorial each team will present their paper (i.e., study) and will receive feedback from another team. The grade is based on the final report.

Final Exam and Grading

At the end of the course, there will be a final exam counting for 45% of the total grade. The exam is individual and is mainly focused on assessing your knowledge of the basic concepts and how you apply them. For passing the course, the minimum total grade is a 5.5. In addition, you must reach at least a 5.0 for each of the grade components (i.e., class quiz, team research project, and final exam). The class quiz counts for 10% of the total grade. The criteria for evaluating the class 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). In addition, 45% of the total grade is based on your team research project. The details of evaluation criteria for the team assignment are provided in the separate document "Quantitative Research Assignment".

Please bear in mind that we are strict about the deadlines. For the class quiz, there is no chance to submit the answers after the class. The highest four out of six quiz grades will be used to calculate your quiz grade. For the team assignment, if you hand in your assignment after the final deadline, yet within 24 hours, we still consider it, but your maximum grade for that assignment will be 6 (instead of 10). After 24 hours, no project assignment is accepted. Regarding the deadlines for the drafts of the team assignment, these are necessary for the lecturer to have enough time to provide feedback. Consequently, assignments that arrive later may not receive feedback.

Literatuur

- Field, A. Discovering statistics using IBM SPSS statistics – 4th edition

You need to buy (at the VU book store or at

<https://www.bol.com/nl/p/discovering-statistics-using-ibm-spss-statistic>

or borrow the book.

- Articles accessible via VUnet library
- Lecture slides

Overige informatie

This course is meant to familiarize you with the research process starting from a research question to collecting data, analyzing data and writing a scientific research paper. The goal of the course is to help you prepare for your Bachelor's and Master's thesis and to help you in better understanding and evaluating scientific articles that you read while studying or while looking for state-of-the art information about topic you encounter in your (working) life. Quantitative research methods refer to the systematic empirical investigation of social phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to determine the relationship between constructs (e.g., commitment and performance) that are of interest to the researcher. The process of measurement is central to quantitative research methods because it provides the fundamental connection between having a research question and being able to answer the question with high confidence. 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 across populations and contexts.