

OER/TER 2020-2021 – ERRATA (04-11-2020)

Betreft/regarding: Onderwijs- en Examenregeling Masteropleidingen 2020-2021/Teaching and Examination Regulations Master's degree programmes 2020-2021

p. 108 OER, Artikel 4.5.9

De *gewijzigde* tekst:

Binnen alle masteropleidingen behalve MSc SCM ...

In plaats van:

Binnen alle masteropleidingen behalve MSc TOM ...

p. 112 TER, Article 4.5.9.c

The *adapted* text:

In all FEB Master's degree programmes except SCM ...

Instead of:

In all FEB Master's degree programmes except TOM ...

OER/TER 2020-2021 – ERRATA (14-10-2020)

Betreft/regarding: Onderwijs- en Examenregeling Masteropleidingen 2020-2021/Teaching and Examination Regulations Master's degree programmes 2020-2021

p. 108 OER, Artikel 4.5.9.c

De *gewijzigde* tekst:

twee van de zeven vakken IT Governance (EBM048A05), Strategic Management of Information Technology (EBM051B05) (of het vervangende vak Digital Transformation Strategy (EBM212A05)), Developing from Technologies (EBM063A05), Business Process Innovation and Change (EBM044A05) (of het vervangende vak Data-driven Business Processes (EBM211A05)), E-Health (EBM204A05), Retail and Omnichannel Marketing (EBM880A05), Supply Chain Dynamics (EBM147A05) dienen succesvol te zijn afgerond binnen de opleiding dan wel extra-curriculair, en

In plaats van:

twee van de zeven vakken IT Governance (EBM048A05), Strategic Management of Information Technology (EBM051B05), Developing from Technologies (EBM063A05), Business Process Innovation and Change (EBM044A05), E-Health (EBM204A05), Retail and Omnichannel Marketing (EBM880A05), Supply Chain Dynamics (EBM147A05) dienen succesvol te zijn afgerond binnen de opleiding dan wel extra-curriculair, en

p. 112 TER, Article 4.5.9.c

The *adapted* text:

two out of the seven courses IT Governance (EBM048A05), Strategic Management of Information Technology (EBM051B05) (or replacement course Digital Transformation Strategy (EBM212A05)), Developing from Technologies (EBM063A05), Business Process Innovation and Change (EBM044A05) (or replacement course Data-driven Business Processes (EBM211A05)), E-Health (EBM204A05), Retail and Omnichannel Marketing (EBM880A05), Supply Chain Dynamics (EBM147A05) must have been successfully completed either in the programme or extra curricularly, and

Instead of:

two out of the seven courses IT Governance (EBM048A05), Strategic Management of Information Technology (EBM051B05), Developing from Technologies (EBM063A05), Business Process Innovation and Change (EBM044A05), E-Health (EBM204A05), Retail and Omnichannel Marketing (EBM880A05), Supply Chain Dynamics (EBM147A05 must have been successfully completed either in the programme or extra curricularly, and

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p. 138-139 TER, Appendix 1.10

The *adapted* text:**Appendix 1.10 MSc Marketing**

The aim of the MSc Marketing programme is to educate students to become experts in Marketing who can use advanced marketing (research) theories and methods to analyse marketing problems and to come up with sound solutions based on consumer insights. The aim of the profile Marketing Management is to provide students with advanced academic knowledge on conceptual marketing topics, such as marketing strategy and consumer behavior, and empirical marketing research methods. After fulfilling this profile, graduates are qualified for positions such as brand, product, or category manager in both the public and private sector. The aim of the profile Marketing Analytics and Data Science is to provide students with advanced academic knowledge on marketing theory and analysis techniques to generate data-based consumer insights. After fulfilling this profile, graduates are qualified for positions such as marketing- and customer intelligence analyst, marketing researchers, and data scientist in both the public and private sector. For this, the MSc Marketing programme offers state-of-the-art academic knowledge on marketing management and marketing research with advanced research-based courses. By this, MSc Marketing graduates will have profound academic and research skills that are crucial to a marketing manager or researcher to analyse marketing problems, as well as social and professional communicative skills to translate the resulting insights into a sound recommendation for the organization.

A Subject-specific learning outcomes

The MSc Marketing graduates have:

A.1 knowledge of the several topics in the field of Marketing, i.e. Strategic Marketing, Marketing Research, and Consumer Psychology.

The MSc Marketing graduates have advanced academic knowledge and understanding on one of the following areas:

A.2 Marketing Management

A.3 Marketing Analytics and Data Science

B Academic learning outcomes

The MSc Marketing graduates of both profiles are able to:

B.1 formulate a critical assessment of the relationships between theoretical concepts, research methodologies, and empirical findings in scientific marketing publications

B.2 independently formulate, using relevant market and company information, a problem definition based on an extensive analysis of the available information and marketing theory

B.3 independently develop theory- and analytically-based solutions for derived marketing problems

B.4 display an investigative and critical attitude towards the possibilities and limitations of marketing science for practical marketing questions.

B.5 take a standpoint on marketing issues from an ethical perspective.

The MSc Marketing graduates of the profile Marketing Management are able to:

B.6 collect relevant quantitative and qualitative data, to analyse, interpret and synthesize this data with the purpose to form an opinion, to create an argumentation, to design a solution, to solve problems, and/or give an advice.

B.7 apply scientific methods and techniques to the field of Marketing Management in a scientific integer manner.

The MSc Marketing graduates of the profile Marketing Analytics and Data Science are able to:

B.8 collect, store and process relevant online and offline market and customer data; to analyse these data with econometric methods; and to interpret and synthesize this data with the purpose to form an opinion, to create an argumentation, to design a solution, to solve problems, and/or give an advice.

B.9 apply scientific methods and techniques from data science and econometrics to the field of Marketing in a scientific integer manner.

C Social and communication learning outcomes

The MSc Marketing graduates of both profiles:

C.1 have professional communication and English language skills (in listening, reading, writing, presenting and discussing) to logically, clearly, and carefully express their activities, assumptions, opinions, solutions and decisions both to non-professionals as to fellow professionals

C.2 have a professional attitude and are able to work solution focused, systematic and methodologically accurate in a professional environment

C.3 are able to reflect critically on their own and other peoples work, paying attention to both logical coherence and marketing relevance and are able to adjust and give feedback or corrections if necessary

C.4 are able to work effectively in teams and to critically assess their contribution to the team's performance necessary

The MSc Marketing graduates of the profile Marketing Analytics and Data Science:

C.5 have a holistic view of the work, as reflected in the understanding and clear an accessible communication of complex issues related to marketing analytics and data science, this allowing them to fulfill a bridge function in the organization.

D Study skills and professional orientation

The MSc Marketing graduates have:

D.1 the necessary skills to reflect on their own learning process, professional skills and attitude

Instead of:

Appendix 1.10 MSc Marketing

The aim of the MSc Marketing program is to educate students to become experts in Marketing who can use advanced marketing (research) theories and methods to analyze marketing problems and to come up with sound solutions based on consumer insights. For this, we offer state-of-the-art academic knowledge on marketing management and marketing research with advanced research-based courses. All students gain advanced conceptual knowledge on strategic marketing, marketing research methods and consumer psychology, and specialize in either marketing management or marketing intelligence. By this, MSc Marketing graduates will have profound academic and research skills that are crucial to a marketing manager or researcher to analyze marketing problems, as well as social and professional communicative skills to translate the resulting insights into a sound recommendation for the organization. After fulfilling the program, MSc Marketing graduates are qualified for positions such as brand- or product manager, category manager, marketing- and customer intelligence analyst, and marketing researchers in/for both the public and private sector.

A Subject-specific learning outcomes

The MSc Marketing graduates have:

A.1 knowledge of the several basic topics in the field of Marketing, i.e. Strategic Marketing, Marketing Research Methods, and Consumer Psychology

The MSc Marketing graduates have advanced academic knowledge and understanding on one of the following areas:

A.2 Marketing Management

A.3 Marketing Intelligence

The MSc Marketing graduates are also able to read up-to-date international literature in the above mentioned areas, to apply knowledge and understanding when analyzing new or complex problems in marketing and are able to make solid contributions to the knowledge in a related professional environment.

B Academic learning outcomes

The MSc Marketing graduates are able to:

B.1 formulate a critical assessment of the relationships between theoretical concepts, research methodologies, and empirical findings in scientific marketing publications

B.2 independently formulate, using relevant market and company information, a problem definition based on an extensive analysis of the available information and marketing theory

B.3 independently develop theory- and analytically-based solutions for derived marketing problems

B.4 collect relevant market and customer data, to analyse, interpret and synthesize this data with the purpose to form an opinion, to create an argumentation, to design a solution, to solve problems, and/or give an advice

B.5 display an investigative and critical attitude towards the possibilities and limitations of marketing science for practical marketing questions

B.6 take a standpoint on marketing issues from an ethical perspective

C Social and communication learning outcomes

The MSc Marketing graduates:

C.1 have professional communication and English language skills (in listening, reading, writing, presenting and discussing) to logically, clearly, and carefully express their activities, assumptions, opinions, solutions and decisions both to non-professionals as to fellow professionals

C.2 have a professional attitude and are able to work solution focused, systematic and methodologically accurate in a professional environment

C.3 are able to reflect critically on their own and other peoples work, paying attention to both logical coherence and marketing relevance and are able to adjust and give feedback or corrections if necessary

C.4 are able to work effectively in teams and to critically assess their contribution to the team's performance necessary

D Study skills and professional orientation

The MSc Marketing graduates have:

D.1 the necessary skills to reflect on their own learning process, professional skills and attitude

D.2 self-insight, awareness of the characteristics of the profession and employment opportunities and are able to make the appropriate career choices after graduation