# Format toetsmatrijs Themasemester Creative startup

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| Course l: | Online Marketing | Assessment: | Paper and presentations |
| Code: |  | Duration: |  |
| Course year: | verdiepingsfase | Pass: | 5.5 average |
| Remarks: | Case study is 60% of the final grade; the team presentations are 30% of the final grade; the individual presentation is 15% of the grade | | |

**CASE STUDY (4000 words)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | Remember | Understand | | Apply | Analyse |  |
| **Learning goals** | | **Topics** | | **Weight** | |
| 1 | The students know the marketing instruments and can apply these in an online context. | 1.1 | Analysis strategy organisation |  |  | |  | x | 10 |
|  | 1.2 | Analysis marketing instruments |  |  | |  | x | 10 |
|  |  |  |  |  | |  |  |  |
| 2 | The students are able to convert a strategy into marketing instruments. | 2.1 | Mission, vision, strategy, goals |  |  | | x | x | 10 |
|  | 2.2 | Online customer behaviour |  |  | | x | x | 30 |
|  | 2.3 | Online marketing communication |  |  | |  |  | 10 |
|  | 2.4 | Online price strategy |  |  | | x | x | 10 |
| 3 | The students are able to convert the possibilities of ICT into a company strategy. | 3.1  3.2 | Website development  Mobile marketing |  |  | | x  x | x  x | 10  10 |
|  |  |  | **Total** |  |  | |  |  | 100 |