



ASSET



Marketing

Welcome at Tilburg University

A guide through your new study by
study association Asset | Marketing



Florine van der Woude Vice-Chairman at Asset | Marketing

**“As the Vice
Chairman
of Asset |
Marketing,
my job is to
let students
choose the
optimal
committee
for their
development.”**

- Florine van der
Woude

**Visit our rooms for
a cup of coffee, a
cup of tea or if you
have a question
about Asset |
Marketing!**

Dear students,

You just started your master program at Tilburg University which is a very good choice! Our university offers a high level of education, has great facilities and offers you a lot of opportunities to develop yourself besides your study. Every year, a lot of marketing students graduate at Tilburg University and even more in the whole country. That is the reason why you have to stand out from the crowd and this is exactly where we can help you! We are here to help you develop yourself next to your studies and prepare you for your future career!

Asset | Marketing has around 15 different committees which are all different in formality, purpose and the amount of time it takes. Some committees organize informal events and drinks or big formal events where companies (like AB InBev and Unilever) will speak about their successful marketing strategies. Other committees help us with internal matters like designing and setting up our promotion campaigns. Moreover, we have our own marketing related satirical Instagram account: De Duit, with many talented designers. In the end, there will always be a committee that fits your desires!

Do you want to become active in our beautiful association or do you have any questions regarding Asset | Marketing? Then do not hesitate to contact me and I will tell you all about the committees and Asset | Marketing so we can find the committee that fits you best. You can contact me via this email:

vice-chairman@asset-marketing.nl

I wish you all the luck in this academic year and I hope to see you soon at one of Asset | Marketing's events.

Best regards,

Florine van der Woude

Vice-Chairman



We are Asset | Marketing

The Study Association for all Marketing Masters and everyone who's interested in Marketing.

Asset | Marketing is the study association for students that are interested in marketing. Since you will start with the master Marketing Management or Marketing Analytics this year, you belong to our target group. Asset | Marketing organizes many events for the master Marketing Management and Marketing Analytics, such as Marketing Event (May 11), the Marketings Week (November 16 till November 18) and the Commercial Night (March 15).

Next to orientating events, Asset | Marketing also organizes events where you can develop yourself like workshops in Neuromarketing, Photoshop and Social Media Advertising. Besides, we also organize some activities which are focused on recruitment, like the Business Dinner and the Economic Business Weeks Tilburg (EBT). Finally, we organize informal activities for our members such as a Cycling Dinner, a Pre-carnaval party and the CoE Beer Cantus.

Besides organizing many activities we also offer study support in terms of guidelines and program-specific workshops. We will also offer several workshops and trainings that will provide you with additional knowledge about certain topics, such as for example SEA or SEO. For

a full overview of everything that Asset | Marketing does for you, please scan the QR-code at the bottom of the page.

Next to attending activities, it is also possible to organize them yourself! By becoming part of a committee you will learn a lot about organizing events, develop your personal skills and meet lots of new people. Are you interested in joining Asset | Marketing and experiencing how it is to be a member of the most sociable association of Tilburg? Then you can send an e-mail to our vice-chairman Jack Huijgen via vice-chairman@asset-marketing.nl.

You can find Asset | Marketing in the Esplanade Building, rooms E101, E102 & E103. Visit our rooms for a cup of coffee, a cup of tea or if you have a question about Asset | Marketing! ■

By becoming part of a committee you will learn a lot about organizing events, develop your personal skills and meet lots of new people.



Tips & Tricks from fellow Students



“Make the most of your student life! So, join an association & participate in both informal and formal activities”

- Mette de Winter

As a new student at the university, a lot comes your way. A new study, perhaps a new city, and maybe even a new house, if you're going to live by yourself. To get acquainted to this university and to Tilburg, you could do with a little advice from fellow students. In this article we'll interview two current marketing master students, and ask their advice about the master, and the best places to visit in Tilburg.

First of all, Mette: “I'm 25 years old, and after finishing my HBO I wanted to continue studying. I live in Den Bosch and wanted to do a marketing master, so Tilburg was the closest option. People I know studied at the TiU as well and I always heard great stories about the student life here.” Next to her is Sander, 23 years old, and also studying marketing at Tilburg University; “I chose to study at Tilburg University because of the good reputation, the nice experiences I had on campus during the Open Day and as ‘Student for a day’, and because I expected the people in Brabant to be very sociable and nice.”

Sander started with a premaster in Tilburg, “It was very challenging, but because of the effort and hard work I put into it, I was able to start the

“The master is definitely not more difficult than the pre-master” adds Mette. “What I also like about this master is that you can choose elective courses besides the mandatory courses. So, you can really choose a program that fits your interests” Mette begins about all the extra's you can do here in Tilburg: “There are so many associations that you can join, such as study-, student-, and sports associations. This is a great way to get to know new people.”

Mette also adds how TiU is handling the online classes due to Covid-19: “Unfortunately, I had a lot of online classes this year because of Covid-19. However, the university has responded quickly to this and we did not encounter any study delays.” Studying involves more than just lectures and exams. Both Mette and Sander acknowledge this. “Through my committee work, I get in touch with a lot of companies which is really useful for my network” Mette says. There are a lot of marketing masters graduating every year, and making the difference by, for example, a workshop Photo-shop or acquisition skills make it easier for you to find a job. They also recognize that not especially knowledge about marketing is important, but

Tips & Tricks

Best place to eat

Sander: "The Talk in the city center of Tilburg is a restaurant I would recommend. It has a nice ambiance and good food for a price a student can afford."

Mette: "Tropical! Best food after a night out."

Best Café in town

Mette: "Polly of course. You will always find some Asset members hanging around there."

Sander: "Café De Bolle is one of my favorites. When you are lucky with rolling the dice on Tuesday evenings, you get your drinks for free. Another favorite is

the Polly, where you will find your fellow (marketing) students."

Best advice overall

Sander: "Make use of all possibilities offered by the university and other associations to find out what the future holds for you. What career suits you, what kind of companies do you like, and try to broaden your network."

Mette: "Make the most of your student life! So, join an association, participate in formal and informal activities and just enjoy your time as a student."

Mette starts talking about the Markethings week, an event she is organizing with her committee: "I wanted to upgrade my CV so I became active. I chose to join a formal committee, the Markethings Week Committee. Our committee is organizing the Markethings Week where companies can give workshops, cases, presentations and speeddates." The Markethings Week is visited each year not only by students of the Tilburg University but also by students of universities of applied sciences who are interested in marketing. During the Markethings Week you get the opportunity to get a sneak preview of a company, and by interactive presentations and cases you see what working at that company is like. The Markethings Week will take place from November 16 till November 19 this year.

Sander is also an active member at study association Asset | Marketing. Here he has participated in a committee called the Education Committee: "As an active member of the Education Committee, I helped organizing several workshops with interesting companies, with topics as Customer Experience, Video Editing and Search Engine Advertising (SEA).

Being active next to your study has a lot of advantages. You learn interesting extracurricular marketing knowledge and skills, but also you can go to different kind of parties and work on your formal and informal network. "The added value of joining Asset | Marketing is two-sided. First of all, you get to know a lot of new people with similar interests as you and a lot of fun activities are organized to come in contact with each other, such as the Cycling Diner. Secondly, you learn interesting extracurricular skills and have the opportunity to attend formal marketing events and workshops to broaden your knowledge and network" ■

"As a committee member, I did not only attend workshops, but I was also able to make a good first impression as a contact person with several professionals in the field"

- Sander van Haarst





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Tilburg

OUR PARTNERS

We are proud to introduce to you all our partners of 2021. If you're interested in an internship or traineeship from these partners, check the vacancies on our Career Portal or stop at our rooms (E102). Throughout the academic year we organize different interesting (career)events with our partners where they offer an insight in your future career possibilities in the field of marketing.

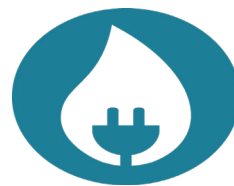
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Traineeships in digital marketing
& communicatie.

The next four pages give you an impression of what kind of committees Asset | Marketing offers. These activities can be distinguished in formal and informal. So let's take a look what's in it for you!



Formal

Marketing Days

3-4hrs/week

This committee is responsible for organizing a week full of marketing related events, both formal and informal. For example: lectures from companies, workshops and a pub quiz. The aim of this week is to offer students a diverse range of possibilities to get in touch with several companies. The committee members have a varied range of tasks. As a committee member you are responsible for acquiring companies for business activities, finding partner possibilities to finance these great events, but also to make sure that everything will be managed well during the week itself.

TIME

20hrs/week

Every year the TIME committee organizes The International Marketing Expedition. The goal of TIME is to conduct international market research of academic quality for Dutch companies that are interested in doing business in a foreign market. By November 2021 the TIME researchers will conduct their research on location for four weeks.

As a boardmember you are responsible for arranging the whole expedition and to guide students.

As a researcher you have an affinity for marketing and economics and you will carry out the research. The board and researchers will be guided by experienced academic researchers. Students are offered the opportunity to develop themselves at an organizational, communication, and strategic way.

Network Event

1-2hrs/week

In the Network Event committee you get the chance to set up an informal event for everyone with an interest in marketing. During this event participants get to know the companies in an informal way. For example, a padel tournament or cook workshop.

Commercial Night

2-3hrs/week

With your committee you will organize an informal marketing event that takes place March 15, 2022 in Pathé. During this evening the best commercials will be shown and company speakers will give background information about their advertising campaigns. In recent years, companies such as Centraal Beheer Achmea, Peijnenburg, Grosh and Telfort were invited to speak at the event. In this committee you will learn to do acquisition, get in contact with companies, do promotion and arrange an educational evening.



Marketing Expedition 2hrs/week

This event is organized by Asset | Marketing and Asset | International Business & Management. The goal of this event is helping bachelor students in their choice between the Marketing master programs.

Marketeer for a Year 2hrs/week

You have the chance to be a marketeer for a year! Asset | Marketing has all sorts of channels to do promotion for events, member acquisition, and general brand awareness. However, there is always room to grow, which is where you will come into play. Asset | Marketing will give the committee a project to work on for the entire year, and together with the vice-chairman you will actively implement your findings of the project in the actual promotion of Asset | Marketing. This committee is obviously perfect for MSc. Marketing students who want to implement their theoretical knowledge in practice.

Informal

Design Committee 1hrs/week

The Design Committee provides all the visual communication of Asset | Marketing to the students and/or members. This committee is responsible for the social media. In this committee you will learn specific skills by making

beautiful posters and more. A must for the marketers who want to join the business world. To participate in this committee, it is not necessary that you are already familiar with programs like Photoshop or InDesign.

Activities Committee 2hrs/week

Active members are very important for Asset | Marketing. The Activities Committee organizes various informal activities for our active members. In this way, members of different committees get to know each other better. You can think of a male/female night, a beerpong tournament, Sinterklaas, cycling dinner and a weekend full of activities for all active members. Perhaps this is not the heaviest committee but for sure it is an important one!

SportCie 1hrs/week

Since the first semester of 2017-2018, Asset | Marketing has a SportCie. Besides all the formal and informal activities our association has to offer, we were still missing the sport activities. Therefore, the SportCie organizes approximately 5 sports activities per year. For example: ice-skating, Trampoline Dodgeball and bouldering.



ConneCie

The ConneCie is an informal committee that focuses on better bonding between members and committees. About every other month they organize an activity between three of four committees. During this night, the members of the committees and the board can get to know each other better.

1hrs/week

City Trip Committee

2hrs/week

The City Trip committee is responsible for organizing the yearly study trip that lasts about 5 days, somewhere in Europe. The trip is designated for about 24 students and takes place around May. Next to organizing the trip, it is important that all costs are covered. That is why the committee is also looking for partnerships with companies that are willing to finance our study trip in exchange for some exposure. Previous edition we had Malta as a destination.

Marketing Mix

1hrs/week

This committee gives members the chance to find a balance between organizing both formal and informal events. You get the chance to organize the two active member days, the activities we organize to thank the active members of Asset | Marketing the efforts they have put in the association. On the other hand you will be responsible for the guidelines of Asset | Marketing. This way you get to experience all the things our association stands for and get the balance between formal and informal.

Date Diner Committee

1hrs/week

Besides the many fun activities that Asset | Marketing organizes that you can join on your own, it is also fun to go on a date with someone from time to time. The Date Dinner Committee combines the best of both worlds, and organizes date dinners! During this event members can either choose to sign up with a date they have asked out themselves, or the committee will play cupid and find dates for the participants. The committee organizes this event in a restaurant, where the participants will socialize with their dates and several other couples whilst enjoying good food, drinks and a lovely atmosphere.

EsCaW Committee

1-2hrs/week

The EsCaW, better known as the escalation weekend, is the most fun weekend of the year! With a big group of active members you leave for a weekend full of partying. As a committee member of the EsCaW committee you are responsible for finding a location, arranging activities and of course the groceries (beer?!).

Charity Committee

1hrs/week

This committee focuses on organizing events that are meant to help the community. These events can involve doing volunteer work with a group of students or raising money for charity. In addition, the charity committee is responsible for volunteering for the society for the tickets of the TUC.



Yearbook Committee

1-2hrs/week

As of 2016, Asset | Marketing is bringing out a Yearbook for all active members at the end of each academic year. As a member of this committee, you start with brainstorming about the content of the yearbook. Then you have to start collecting this content from everyone: committees, board, etc.

In the last yearbook, the following parts were included: the committees, descriptions of the organized activities, beautiful pictures, quotes and gossips about our active members. Additionally, as a committee member, you have to design the lay-out of the yearbook. This means you will be working with InDesign a lot to make the yearbook a success.

Food Committee

1hrs/week

Do you consider yourself to be a star-worthy chef, an expert food critic, a fake food influencer, or just a 'Bourgondiër'? Then the FoodCie is the place for you! The FoodCie is a committee that occasionally invites other committees over for dinner at an external location. Due to these dinners you get to know a lot of other Asset | Marketing members!



The TIME of your life!

Join our international consultancy project, and visit places you normally wouldn't come.

Is your vision too big for a small country as the Netherlands? Do you want to expand your horizon and visit far countries, but also gain a lot of professional experience? Then the TIME project is something for you!

How about standing on top of one of the tallest buildings of the city, and drinking a beer with the ambassador, and other high officials in the business community? When joining TIME, this is certainly not an exceptional experience, according to Frank. Frank joined TIME in 2015 and visited together with eight other students the country of Taiwan. "It was certainly one of the most beautiful experiences which really stay with me for the rest of my life. Learning another country's business culture by really visiting the people and having appointments with them is quite awesome."

TIME is a research project where students perform consultancy research for Dutch companies, in a foreign country. Companies usually don't have extended knowledge about foreign markets on the other side of the world.

"During our time abroad I learned to work together with students and companies from different cultures"

- Jacco Snepvangers

How should they know if their product is also interesting over there? "The researchers which join TIME are University students, guided by professors from Tilburg University. They are very motivated and internationally oriented to find the best answer for the company."

All well prepared with preliminary research they perform in the Netherlands, they take the plane to finish their research with hands on approach in countries like Peru, Dubai or Singapore. Twan is a Dutch student which joined the edition that went to Singapore in 2014. "The alarm clock went off at 7 o'clock in the morning. Quickly we put on our suits and one hour later we were in a taxi



“In the weekends we visited the most beautiful places of the country, and we were the real tourists. But from Monday morning onwards, we were businessmen in full suits, moving from one appointment to another.”

- Frank Hendriks
TIME 2015 - Taiwan



The International Marketing Expedition (or in short, TIME), is a research project where you perform consultancy research for Dutch companies. Together with a group of around 10 students, you travel to a foreign country, like Taiwan, Peru, Canada or anything else. Here you are going to get in contact with different players in the market, like big companies, embassies or potential customers. With these meetings you are going to find an answer to the company’s research questions. Topics could for example be: market analysis, looking for a suitable supplier, customer analysis, or anything else you and the company likes to know.

taking us to our meeting with the Ministry of Agriculture. After a tour around the rice fields, we were treated on a luxurious lunch with where we could ask our questionnaire.” Their research was done for Rinago BV and they wanted to know if their products could successfully be introduced to the Singapore market.

Other companies research has been done before are for example FrieslandCampina, DAF, Philips and Secrid. All researches have a marketing, supply chain or international business related topic, and really give you more insights in performing research, which are helpful for a master thesis. Also your business skills like calling, interviewing and negotiating will get a serious upgrade. “Before TIME I was a little anxious for cold-calling companies, but now I go on business meetings and make calls like if it is nothing.”

Altogether TIME is a life-changing experience, and also the ideal place were working hard, learning a



Interested in joining TIME 2022? Send an email to: info@time-tilburg.nl

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Course Descriptions

Your master is built up in four blocks. In every block you have some mandatory subjects, but there is also a lot of opportunity to choose the subjects of your like. On these pages you can find all the information about all the courses in your master. Curious about the topics of the courses from next unit? Or do you already want to choose your electives?

With the information on the next pages you can find everything you need. From the content of the course, to the importance of exams and assignments. To top it off, we have also added some inside information from people who have taken the course, to give you everything you need to pass with flying colors!

Unit 1

Brand Management (328032)

Mandatory or Elective?
Mandatory for MM

Type of Exams
Written Exam (60%)
Assignments (40%)

Minimum Grades
Written Exam: 5.0

Course Description

In the Course Brand Management, a strong focus is put on the concept Brand Equity. This concept is built on strong consumer preference and fuelled by unique associations with that brand. The way consumers perceive and experience the brand is the cornerstone for effective brand management. The course Brand Management aims to integrate the way consumers think, feel and behave with respect to brands and the way organizations perceive and manage brands. The objective of the course is to provide students with comprehensive and up-to-date knowledge on brand elements, brand equity and strategic brand management.

Advice from Asset | Marketing

In the academic year of 2016-2017, the set-up of the course Brand Management changed drastically. In the first three weeks of the course, you will receive in total 24 hours (8 hours a week) of lectures. In the first three weeks it is very important that you work according to a tight schedule. You will receive a lot of information with you will have to process in a short period of time. After the lectures, students will work in groups of about 5 people on a brand management case of a company.

Marketing Channel Management (328244)

Mandatory or Elective?
Mandatory for MM
Elective for MA

Type of Exams
Written Exam (100%)
Assignments

Minimum Grades
No requirements

Course Description

In the first part of this course, the focus will be on channel design. More particularly, the focus will be on channel creation and modification. In the second part of this course, channel management will be the main focus. In the third part of this course, the focus will be on retail management.

Advice from Asset | Marketing

For this course it is very important that you attend all lectures since the content of the exam is fully determined by the information provided in the lectures. Also the papers dealt with during the course will be part of the exam, so it is highly recommended to study these papers carefully.

International Marketing (328253)

Mandatory or Elective?
Elective for MM

Type of Exams
Written Exam (60%)
Team Assignments (40%)
Bonus Quiz (5%)

Minimum Grades
Written Exam: 5.0

Course Description

The course gives an overview of the field of International Marketing, discusses the consequences of internationalization of the marketing function, and introduces the students to the practice of international marketing.

Advice from Asset | Marketing

This is an optional course that is recommended when you are interested in marketing abroad and across different cultures. The focus of this course is about the effect of culture on several marketing techniques and principles. The course is given simultaneously with Brand Management, Marketing Channel Management and optional Introduction to Research in Marketing Fall, so you have to consider carefully whether you can combine this with this course.

Introduction to Research in Marketing (328049)

Mandatory or Elective?
Mandatory for MM
Mandatory for MA

Type of Exams
Written Exam (80%)
Assignments (20%)

Minimum Grades
Written Exam: 5.0

Course Description

The 'theoretical' part consists of lectures, accompanied by course materials to be studied by the students and deals with a set of multivariate statistical method(s). In the practical part, in depth explanations of each method are followed by a demonstration (including SPSS instructions) on a real life marketing case. Different methods are covered such as ANOVA and factor analysis.

Advice from Asset | Marketing

Every lecture is combined with a specific computer assignment in which you have to work with the skill that is learned in the lecture. It is very important that



you understand these assignments and will become able to manage these skills. These skill are very useful during the rest of your master program, since you need them at many other courses.

Marketing Models (230325)

Special note

To follow this course, you need to have permission from the Academic Director Graduate Studies

Mandatory or Elective?
Elective for MA

Type of Exams
Written Exam (80%)
Group Assignment (20%)

Minimum Grades
No requirements

Course Description

This course introduces you to the state-of-the-art in implementable marketing models. The emphasis is on models that are based on the statistical interpretation of historical data available to the company.

Advice from Asset | Marketing

Note that this is a course that originally belongs to the Research Master in Business: Marketing. Therefore, the content of the course might be challenging. However, when you have a good working knowledge of basic statistical and the linear regression model, you should be able to pass this course. Finally, be aware that this course starts in unit 1, but continues in unit 2.

Skills Courses

Mandatory or Elective?

Mandatory for MA

Type of Exams

Online Data: Assignment (50%)
Exam (50%)

Data Preparation: Assignment (40%)
Computer Exam (60%)

Online Data Collection & Mgt.

As a lot of data is available on the internet, this course teaches students how to find data they can use for empirical research. Furthermore, this course teaches students how to store and archive the data.

Data Preparation & Workflow Mgt.

Students will learn the basics of the computer language Python, which is suitable for quickly creating short programs to process texts and data sets. Python is a language that is easy to use by novices, yet sufficiently powerful to create programs to create programs of any size and complexity. Moreover, while being a complete, free-to-use, flexible, operating-system-independent language of its own, it also constitutes a strong basis to learn any other computer language from.

Unit 2

Course Description

Conjoint Analysis

The course Conjoint Analysis is a follow-up of the course Introduction to Research in Marketing. The objective is

(328053)

Mandatory or Elective?
Elective for MA
Elective for MM

Type of Exams
Written Exam (100%)

Minimum Grades
No requirements

to provide students with insights into, and hands-on experience with, more advanced versions of conjoint analysis techniques – including choice-based conjoint, and latent-class conjoint. Attention will be paid to the intuition behind the methods, their practical application, and their advantages and disadvantages.

Advice from Asset | Marketing

This course offers different applications of a conjoint analysis, like rating-based and choice-based conjoint analysis. It is very important that you know the differences between these different kinds of analysis, since you need to be able to make a distinction between these analyses on the written exam.

Survey Research

Course Description

Mandatory or Elective?
Elective for MA
Elective for MM

Type of Exams
Team Project (25%)
Team Assignment (15%)
Individual Exam (60%)

Minimum Grades
No requirements

The course covers sampling (including sample size estimation, power analysis), questionnaire design, data collection procedures, response maximization and calculation, nonresponse bias, and scale construction and measure development. The course combines substantial theory with quantitative methods and techniques.

Advice from Asset | Marketing

When you have the intention to do a survey analysis in your master thesis, it is highly recommended to take this course because you will learn everything about surveys. Besides, since 40% of your final grade is determined by group work, make sure you will find a group in which you feel comfortable and are able to acquire knowledge and develop new skills.

Structural Equation Modelling for Business and Economics (230384)

Course Description

Students who have successfully finished this course should be able to develop reliable and valid measures of constructs, and to apply SEM (LISREL) methods at an advanced level in scientific business research.

Advice from Asset | Marketing

Special note
To follow this course, you need to have permission from the Academic Director Graduate Studies

Mandatory or Elective?
Elective for MA

Since your grade is based on research assignments and paper discussions, it is very important that you visit the interactive lectures and discussion sessions. Make sure you will get familiar with the basic skills of Structural Equation Modelling in an early phase of this course.



Customer Analytics (328054)

Mandatory or Elective?
Mandatory for MA

Type of Exams
Digital Exam (70%)
Assignments (30%)

Minimum Grades
No requirements

Course Description

Customer analytics is about applying (often simple) models to understand and predict customer behaviour. Firms have access to more information about their customers than ever before. But data alone should not be confused for knowledge. The role of the model is to summarize patterns and generate predictions of customer behaviour in the future.

Advice from Asset | Marketing

In this course there are two group assignments performed on the computer. Also work together with other groups to achieve the best results. The exam will also be performed on the computer.

Pricing & Revenues Analytics (328063)

Mandatory or Elective?
Mandatory for MA

Type of Exams
Assignment
Written exam

Course Description

Pricing strategies are a determinant of the competitive position of an organization. However, it is one of the least understood strategies. This course aims to educate students about pricing and revenue strategies.

Unit 3

Marketing Communication (328248)

Mandatory or Elective?
Mandatory for MM

Type of Exams
Written Exam (60%)
Assignments (40%)

Minimum Grades
No requirements

Course Description

The main objective is threefold: 1) to provide insight into the underlying mechanisms of the communication process, 2) to provide insight into the different steps of the marketing communication plan, and 3) to use and apply these insights when managing the marketing communication mix.

Advice from Asset | Marketing

The lectures of this course are extremely important since the exam is mainly focused on the content that is dealt with during the lectures. Besides the importance for the exam, the content of the lectures is also important for the team assignment. This is quite a large, but also challenging, assignment. The assignment is often a real business case provided by a Dutch company.

Quantitative Models in Marketing (230247)

Special note
To follow this course, you need to have permission from the Academic Director Graduate Studies

Mandatory or Elective?
Elective for MA

Type of Exams
Class discussions-
presentation of
readings (20%)
Assignments-Owndata
analysis and model
building (30%)
Exam (50%)

Course Description

This course builds upon basic econometrics and marketing modelling courses, by discussing more advanced models and methods for analysing marketing problems. With the advent of (longitudinal) scanner (panel) data, these models are becoming an indispensable part of the marketer's toolkit. The first two parts discuss modelling approaches for stationary markets, where part I is devoted to aggregate level- modelling. Part II deals with advanced topics in individual level- modelling. Part III concentrates on the use of time series approaches to model marketing phenomena in evolving markets.

Advice from Asset | Marketing

It is highly recommended for this course to have knowledge about the foundations of marketing modelling. If you have not followed such a course in your previous studies, you are required to take the master's course Marketing Models (230325) as one of the electives.

Quantitative Models in Marketing (230247)

Mandatory or Elective?
Elective for MA

Type of Exams
Written Exams
Paper
Presentation

Course Description

The course consists of three parts. The first two parts discuss modelling approaches for stationary markets, where part I is devoted to aggregate -level market share analysis, and part II deals with advanced topics in individual level- modelling. Part III concentrates on the use of time series approaches to model marketing phenomena in evolving markets. In each part, attention is paid to model specification, estimation and validation issues, as well as to model implications

Strategic Marketing Management (328251)

Mandatory or Elective?
Mandatory for MM
Elective for MA

Type of Exams
Written Exam (50%)
Assignments (50%)

Minimum Grades
No requirements

Course Description

After this course, students should be able to (i) properly analyze market and firm information, (ii) use this information to formulate an appropriate marketing strategy to improve firms' long-term competitive position, and (iii) develop a coherent implementation plan with tactical decisions to execute these strategic objectives.

Advice from Asset | Marketing

The main part of this course is a game about running a marketing campaign for a company. This game is quite complicated and intense. Immerse yourself in this

Unit 4

Experimental Research (300438)

Mandatory or Elective?
Elective for MM
Elective for MA

Type of Exams
Written Exam (100%)

Minimum Grades
No requirements

Course Description

The main objective of this course is to learn how to conduct scientific experimental research. Students will learn how to conduct all tasks related to designing, preparing, and conducting an experiment as well as analysing and interpreting the data obtained.

Advice from Asset | Marketing

In this course, there are two assignments which are quite a lot of work. Although, these assignments are not a large part of the grade. The lectures are pretty good and it is not hard to keep up with the professor. However, the subjects of this course are not very interesting and therefore it is quite hard to study for the exam.

Market Assessment (328043)

Mandatory or Elective?
Elective for MM

Type of Exams
Written Exam (65%)
Homework Assignments (35%)

Course Description

The course focuses on the most frequently used and practical market assessment approaches to making pricing and product decisions, and to advertising and distribution decisions in a competitive environment.

Advice from Asset | Marketing

This course uses a mixture of instruction, case discussion, in-class demonstration and group assignments. It is very important that you actively participate in the course.

Social Media and Web Analytics (300459)

Mandatory or Elective?
Elective for MA

Type of Exams
Final Exam (60%)
Group Assignment (40%)

Course Description

The aim of the course is to give students an understanding of how social media works from a marketing analytics perspective. Students will have to analyze social media data using statistical tools. Furthermore, students have to interpret their analysis and think of strategies to improve the business based on the statistical findings. This course is heavily focused on data analysis.

Pricing & Monetization Strategies

Mandatory or Elective?
Elective for MM

Type of Exams
Group Assignment (32%)
Written Exam (38%)
Class Contribution (15%)
Case Write Up (15%)

Minimum Grades
Exam and group assignment combined (5.5)

Course Description

Students will (partly) collect their own data and conduct statistical analyses on large datasets (big data) from online social networks (e.g., Facebook), microblogs (e.g., Twitter), social entertainment providers (e.g., Spotify) and e-commerce websites (e.g., Amazon.com). Besides, this course also introduces students to a set of programming languages (e.g., SQL, Python), which help you to conduct your analyses.

Advice from Asset | Marketing

This is a very intense course, but students of Asset | Marketing really recommend this course since you will acquire very important skills that are really useful when you want to start a career in Marketing Research.

Digital Media (328064)

Mandatory or Elective?
Elective for MM

Type of Exams
Assignments (30%)
Google Analytics certification (25%)
Exam (45%)

Course Description

Students have to work with various tools and techniques (for example, R). Students have to conduct statistical analyses of social media data. The course will discuss how digital media revolutionized the interaction between firms and customers. Also, during this course the student will work towards receiving a Google Analytics certificate.

Advice from Asset | Marketing

This is a very intense course, but students of Asset | Marketing really recommend this course since you will acquire very important skills that are really useful when you want to start a career in Marketing



Upcoming Events

Events

All our events are organized by and for students.

Access

All our events are accessible for members from Asset. Not a member yet? Subscribe on our website.

Costs

Some events are free to visit, for others you have to pay a small amount. This money is used for free drinks afterwards, or a nice goodiebag to take home.

Register

Registering for the events can be done by making use of the website (asset-marketing.nl). Make sure to log in with your university account

September 12 - Introduction Activity

Asset | Marketing will organize a fun informal activity which is open to anyone that wants to join. Here you can get to know our members and association a bit better. What we will do during the evening is still a secret. However we can already tell you it will include a lot of fun, games, and of course: lots of free beer.

September 26 - Business Cafe

Get in contact with a marketing company during the business cafe! Asset | Marketing will organize an evening where you can enjoy some drinks and snacks while networking with marketeers and HR managers.

Oktober 23-26 - Marketing Days

During the Marketing Days various marketing related activities, both formal and informal will be organized by Asset | Marketing. All these events will take place in a time span of four days. The activities include: multiple marketing related presentations, workshops, business lunches, symposium/talkshow, and the business dinner. During the days you can get in touch with a wide range of different companies!

November 13 - Alumni Event

During this event you can orientate yourself for your future career. Different graduated students will tell you more about their function, and the company they are now working at. In this way you will learn more about the possibilities after you are graduated. The alumni will also bring someone from their HR department to tell you more about traineeship or internship possibilities.

November 21 - In-house day Springbok

When you are finished studying and start looking for your first job you don't choose without careful consideration, it has to fit you and your ambitions and character. We offer you the chance to visit a marketing company and have a look at the way they work, and their company culture at their offices. After the company presentations and tours, there will be a networking drink where you can get into contact with representatives from the companies.




Activities for the first semester

ASSET



Marketing

September

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- 12 Introduction Acvity
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- 14 Asset Kick-Off Party
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- 16
- 17
- 18 Charity Activity 
- 19
- 20 Asset Monthly Drink
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- 22
- 23
- 24
- 25
- 26 Business Cafe 
- 27
- 28 Cycling Dinner 
- 29
- 30


October

- 1
- 2
- 3 Workshop 
- 4 Food For Thought + ACOM DoMiBo
- 5 Asset Monthly Drink
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- 9 Board Info Drink
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- 12 Sportcie Activity 
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- 14
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- 23 Marketing Days 
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- 25
- 26 Marketing Days + Business Dinner 
- 27
- 28
- 29
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- 31 Lustrum Opening Reception + Party 

November

- 1
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- 3 Asset | Tilburg Lustrum Gala 
- 4
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- 7 Asset | Tilburg Lustrum Symposium
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- 9 Asset | Tilburg Lustrum CoDE 
- 10 Asset | Tilburg Hangover Lunch 
- 11
- 12
- 13 Alumni Event 
- 14 ACOM Theme Party 
- 15
- 16 Active Members Evening 
- 17
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- 20
- 21 In-house Day Springbok 
- 22 ConneCie Activity 
- 23 Sportcie Activity + Asset Monthly Drink 
- 24
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- 28 Workshop 
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- 30 Sinterklaas Evening 

December

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- 21 Christmass Dinner 
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January

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= Only active members



= Point for Certificate of Extracurricular Excellence

Board year at Asset | Marketing

Asset | Marketing is always looking for ambitious students who want to enrich their student life by doing a board year. Feel free to contact our Vice-Chairman if you have any questions!

You can become a board member at Asset | Marketing to develop yourself at different levels. You will develop yourself at a professional level as well on a social level. There are six different spots on the board: Chairman, Vice-Chairman, Secretary, Treasurer, and External Affairs Officer (2x). Two spots will open up in January (Vice-Chairman and Secretary), and four spots will open up in the summer (Chairman, Treasurer and External Affairs Officer 2x).

All the board members have their specific board tasks but there are also some general tasks. One, and one of the most fun, general tasks is the coordination of committees. All the board members will coordinate a few committees. Your role is to guide the committee. The committee should do the work while you give guidance.

For more information on function-specific tasks, visit: www.asset-marketing.nl!

Experiences of old board members:

Setting the right priorities is something you really learn. This is something I will definitely take with me in the future. Since you often come into contact with companies as an External Affairs Officer, I have developed enormously in the professional field.

- Floor Penning de Vries (External Affairs Officer, 2020)

At the start of your board year, you set goals for yourself so that you can develop yourself on a professional and personal level. This ensures that after a board year you know exactly where your strengths lie, which is valuable when applying for a job or if you have doubts about your interests.

- Valentijn Willemse (Secretary, 2020)

In a board year, and especially as Vice-Chairman, you get to know a lot of people who all have different personalities. This way you learn to deal with many different people and to work together in many different teams.

- Max van der Schaft (Vice-Chairman, 2020)



ASSET  **Marketing**


CERTIFICATE
OF EXTRACURRICULAR EXCELLENCE

 Asset | Marketing

 Tilburg University



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