

RBSMPL01K Marketing Plan for Life

Course module	RBSMPL01K
Credits (ECTS)	2
Category	SG (Student-driven track)
Course type	Elective at hogeschool level
Language of instruction	English
Offered by	Hogeschoolbrede keuzevakken;
Contact person	J.L. Looman
Telephone	06 - 4604 7481
E-mail	j.l.looman@hr.nl
Lecturer(s)	J.L. Looman

Aims

The course aims to increase the awareness and understanding of using marketing knowledge for their own lives. The candidates have to write a Personal Marketing Plan for live.

Entry level: Basics of marketing and self assessment.

Teaching Methods: Workshop style lectures.

Content:

1. Figuring out who you are and who you want to become
2. Capitalize on your strengths
3. Discovering the authentic you
4. Finding your niche – and dare to risk
5. Reinvent yourself at every stage
6. Build your personal brand
7. Create a legacy
8. Reawaken the creativity within you
9. Share your time and energy wisely
10. Reach out to make your personal goals a reality
11. Tally your personal balance sheet
12. Making your dreams come true

Assessment: The student has to prepare an (digital) personal marketing plan for life. The 12 points (see content above) are the outline for the plan.

Literature: A Marketing Plan For Life (Robert Michael Fried)

<http://www.marketingplanforlife.com/> (25 euro).

The complete book will be used (170 pages). The chapters contain concrete exercises and help students to create their own plan.