



# Policy Marketing Association University of Groningen

27 May 2019



The MARUG is affiliated with the  
Economics and Business student  
Faculty association



marug

## Preface

Groningen, 27 May 2019

Dear reader,

It is with proud that we present to you the policy plans of the Marketing Association of the University of Groningen, also known as the MARUG, for the year 2019-2020. Over the last months, the candidate board has worked on these pieces with the aim of designing policy measures and corresponding focus points which go along with these.

Last year brought a lot of fortune for the association. The cv-building possibilities from the MARUG have increased, by professionalising the committee guidance and creating a new committee: the Marketing Consultancy Group. Next to this, the communication from the MARUG is optimized by changing the language on the MARUG website to English and optimizing the mobile website. In addition, the data collection has expanded further and several groups are better targeted. Also, the management of external relations has innovated, by renewing the acquisition CRM system and by starting with the internationalisation of recruitment initiatives. In the coming year, we will build further on the implemented policy. Next to this, we will again strive to a better event offer of the MARUG and we will strive to improve the MARUG as an association by several innovations. We are convinced that the coming year will again be a great success and that the focus points addressed in this policy will help to bring the MARUG to a higher level and will serve her target groups even better.

This report is meant to inform the reader about the policy and the focus points for the board year of 2019-2020. In the first chapter, the basic conditions of the MARUG will be discussed. In the second chapter, the focus points from our policy will be presented and explained, after which the policy about the several committees and events will be elaborated. Finally, the budget and the year planning are presented.

Yours sincerely,

The 39th MARUG Board,

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*Chairman*



Myrthe Boeve  
*Internal Relations*



Mandy van Essen  
*Secretary*



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*PR & Promotion*



## Table of contents

	<b>1</b>
<b>Introduction</b>	<b>5</b>
<b>1. MARUG Foundation Conditions</b>	<b>7</b>
<b>2. Policy plans MARUG Board 2019-2020</b>	<b>8</b>
2.1. Increasing awareness about sustainability amongst MARUG members	8
2.1.1 Obtaining a Sustainability Label from the Green Office	8
2.1.2 Introducing the MARUG Sustainable Marketing Event	8
2.1.3 Raising awareness for career opportunities at NGOs	8
2.2 Expanding and improving the (online) presence of the MARUG	9
2.2.1 Increasing awareness among marketing interested students	9
2.2.2 Increasing member engagement through online channels	9
2.3 Optimizing the member administration	10
2.3.1 Renewing the HRM system	10
<b>3. Policy plan regarding the committees and events MARUG Board 2019-2020</b>	<b>11</b>
3.1 MARUG Marketing Conference	11
3.2 Media Team	11
3.3 Promotion and Activities Committee	12
3.4 Mind over Marketing	12
3.5 MARUG International Marketing Experience	13
3.6 Master Marketing Team	13
3.6.1 Master Marketing Team Fall	13
3.6.2 Master Marketing Team Spring	14
3.7 MARUG Inhousedays	14
3.8 Dublin Inhousetour	14
3.9 MARUG Marketing Classes	15
3.10 Plus Business Event	15
3.11 Recruitment Days	15
3.12 ComMa Conference	16
3.13 Sustainable Marketing Event	16
3.14 MARUG Courses	16
3.15 MARUG Campus Recruiters	17
3.16 National Marketing Battle	17

3.17 Marketing Consultancy Group	18
<b>4. Budget 2019-2020</b>	<b>19</b>
4.1 Preface	19
4.2 Budget Board 2019-2020	<b>Error! Bookmark not defined.</b>
4.3 Explanation Budget Board 2019-2020	<b>Error! Bookmark not defined.</b>
4.4 Budget MARUG Activities 2019-2020	<b>Error! Bookmark not defined.</b>
4.5 Explanation Budget MARUG Activities 2019-2020	<b>Error! Bookmark not defined.</b>
4.6 Approval	<b>Error! Bookmark not defined.</b>
<b>5. Year planning 2019-2020</b>	<b>25</b>

## Introduction

In front of you lies the proposed policy of the MARUG Board of 2019-2020. Within these policy plans the basic conditions and the focus points for the upcoming year are described. These form the foundation of the strategy that will be implemented by the daily board of the association. In order to follow a consistent policy within the association, the policy plans of 2019-2020 will build upon those of the preceding years. While doing this, both developments in the internal environment as well as the external environment were considered. One could think of changes in governmental policy or regulation which may affect the choices of students with regard to either their study or committees. During the formation of the policy the statutory main purpose of the MARUG was regarded. This main purpose is as follows:

*The Marketing Association of the University of Groningen is an interfaculty study association for whomever is interested in marketing on a scientific level or to whomever is interested in commercial aspects of both for-profit as well as non-profit organisations.*

The MARUG is the academic intermediary between marketing theory and marketing in practice. The organisation's aim is to improve the exchange of marketing knowledge, skills and experiences. In order to achieve this, the MARUG maintains contacts with on the one hand the universities and on the other hand businesses. Besides this, the MARUG wishes to promote the marketing field as a whole.

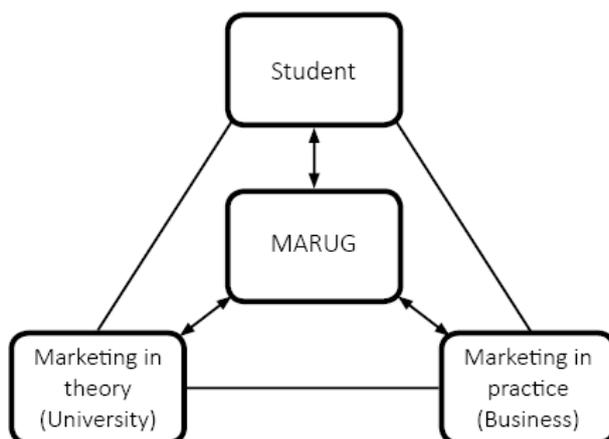


Figure 1: the MARUG as intermediary

The MARUG year of 2019-2020 will continue to value the three focus points of the year 2018-2019. These focus points were formulated as follows:

1. Expanding the cv-building possibilities provided by the MARUG
2. Optimising the communication of the MARUG
3. Innovating the management of external relations

These focus points are part of the foundation of the MARUG policy of 2019-2020. Moreover, these should be taken into account during all decision-making in order to guarantee the continuity of the MARUG.

Additionally, for the year of 2019-2020 three new focus points have been defined that deserve extra attention in the strategy of the association:

1. Increasing awareness about sustainability amongst MARUG members
2. Expanding and improving the (online) presence of the MARUG
3. Optimizing the MARUG member administration

Further elaboration of these points will be provided in Chapter two.

Last year, the 'agile' working style was introduced. This is a structure in which goals and actions are being evaluated continuously by using collected data. In this way, the decisions being made can be easily adjusted and the goals can be adapted in the short term, when this appears to be necessary. This year, this working style will be implemented as well, as it has proven to be very efficient and useful.

# 1. MARUG Foundation Conditions

The best choice for Marketing students and marketing interested people.

MARUG events are directed towards a specific target audience, where appropriate speakers and companies will be attracted for. The events will serve to get students and companies into contact with each other in a professional and social manner. The event offer will be evaluated each year and adjusted where necessary.

The internal organisation of the MARUG distinguishes from other associations to make it attractive for students to become active within the MARUG. The MARUG is a fun and social association, where students get the chance to develop themselves besides their studies, and with a lot of interactivity between committees and the board, and between committees themselves.

The MARUG also distinguishes itself from other study associations in Groningen and Marketing associations in the Netherlands. The MARUG is attractive and innovative for (marketing)companies in the Netherlands.

The member file of the MARUG consists of MSc Marketing students, Marketing interested bachelor- and master students of the University of Groningen and MARUG alumni. The members will be represented through the association, which adds as much value as possible to the MARUG membership at all times.

In the communication, the MARUG is as progressive as possible. The communication of the MARUG is independent of third parties, and the media of the association shows her vision on Marketing as much as possible.

The interest of the MARUG always has a central role in the collaboration with University parties. In this collaboration, the MARUG always contains her unique culture and character.

## 2. Policy plans MARUG Board 2019-2020

### 2.1. Increasing awareness about sustainability amongst MARUG members

#### 2.1.1 Obtaining a Sustainability Label from the Green Office

Currently, the MARUG is not focusing on sustainability. However, the MARUG does believe that sustainability is of high importance for ethical reasons and sustainability is an unavoidable concept that is becoming increasingly important every day. For those reasons, the MARUG will set the goal to obtain a Sustainability Label in the academic year of 2019-2020. The main purpose of this is to create a solid foundation for sustainability, to increase awareness about sustainability amongst MARUG members and to show students and companies that the MARUG puts in an effort to be a sustainable association.

The Sustainability Label is a quality mark provided by the Green Office to reward study associations that focus on sustainability. The MARUG will strive to achieve sustainable goals to obtain a Sustainability Label, while still maintaining its current high level of quality at its events. In order to obtain the Sustainability Label, the MARUG will make use of the guidelines and checklists provided by the Green Office.

*From the MARUG Board the Chairman and Treasurer are responsible for the execution of this focus point.*

#### 2.1.2 Introducing the MARUG Sustainable Marketing Event

The current MARUG event portfolio does not contain an event that focuses on sustainable marketing. To increase awareness regarding sustainability amongst students, the MARUG will introduce a green event, in which the central thought is sustainable marketing. This event will replace the Commercial Night and it will be evaluated with the goal to make it a long term change. In this event, the link between marketing and sustainability will be explored. Within this theme, the committee can choose a sub-theme. For all events, the MARUG will look into possibilities to make the promotion materials more sustainable. Furthermore, the MARUG will try to choose the most sustainable options regarding aspects of the day organisation.

*From the MARUG Board the Chairman and External Relations are responsible for the execution of this focus point.*

#### 2.1.3 Raising awareness for career opportunities at NGOs

The current portfolio of companies of the MARUG contains both international and national companies. However, to promote sustainability even more, the MARUG will strive to offer career opportunities from non-profit organisations as well. By offering vacancies of non-profit organisations, the MARUG shows it cares about sustainability and corporate social responsibility.

*From the MARUG Board the External Relations and Treasurer are responsible for the execution of this focus point*

## **2.2 Expanding and improving the (online) presence of the MARUG**

### **2.2.1 Increasing awareness among marketing interested students**

In the current situation there are a lot of marketing-interested students that are not yet or scarcely approached by the MARUG. Here lies an opportunity to reach out to these students, by directing more attention to BSc- and Pre-MSc marketing students. To reach this valuable group, the idea is to expand the number of targeting methods in addition to improving the current methods. Different targeting methods will be used for the different target groups; marketing interested BSc students, Pre-MSc Marketing students and MSc Marketing students. Additionally, a new MARUG promotion video will be created, to reach these students. The promotion video that is currently being used, was made three years ago. For the MARUG it is of great importance to have an appealing promotion video, as it is an opportunity to attract new members and to grow as a brand. Therefore, the production of this video will be outsourced. The updated video will be used during the lecture talks and will also be visible on the online channels of the MARUG. The ultimate goal of the new promotional video is to excite students to join MARUG and to contribute to the professional and social image of MARUG as a brand.

*From the MARUG Board the Internal Relations and PR & Promotion are responsible for the execution of this focus point.*

### **2.2.2 Increasing member engagement through online channels**

At the moment, the MARUG is already intensively using various social media platforms such as Instagram, Facebook and LinkedIn. These platforms are used to inform students and other parties about what is happening in and around the MARUG as well as the world of marketing. For the upcoming year, these platforms will be exploited even more. In addition, the social media activity will be more structured. This will be done by creating an adaptive social media plan for the entire year. All social media platforms have data available on how the content is viewed and received by the audience. Having a structured social media plan will help to target the audience in a more efficient way. This way the use of social media can be intensified and the MARUG can show its accessibility and personal approach. Moreover, all social media platforms will be used to further strengthen the positive image of the MARUG brand as well as to inform our members about both the association and affiliated companies. Rather than just increasing the frequency of the posts, new types of content will be added. These efforts will be directed towards both student members and alumni members.

*From the MARUG Board the PR & Promotion and Chairman are responsible for the execution of this focus point.*

## 2.3 Optimizing the member administration

### 2.3.1 Renewing the HRM system

In the current situation, the information about MARUG members is only entered at the moment the members sign up for the MARUG. Keeping this member information up to date year after year is time-consuming given the current administrative system. To make this process more efficient, we will strive to improve the system and look for ways to automate this. Besides making the system more efficient, the MARUG will also strive to update the information within this system on a more frequent basis. In general, the objective is to make systematic alterations in the manner of handling member administration in order to keep the offerings of the MARUG as relevant as possible.

*From the MARUG Board the Secretary and External Relations are responsible for the execution of this focus point.*

## 3. Policy plan regarding the committees and events

### MARUG Board 2019-2020

#### 3.1 MARUG Marketing Conference

The MARUG Marketing Conference is the biggest event of the MARUG and is known as a high-quality event. The MARUG Marketing Conference is organised for students, members of the marketing department and participating companies that are interested in marketing. Making the MARUG Marketing Conference a success has several large benefits. First of all, each year the event attracts new members for the MARUG. In addition, the event attributes to the positive image of the association.

As the showpiece of the MARUG, it is of high importance that the MARUG Marketing Conference differentiates itself, that the quality is high, and that the event responds to themes that are currently trending in marketing. The close ties to the marketing department can be of importance when trying to attract speakers and participants and to make sure the quality of the content remains at the high level the event currently has.

Over the past two years, the MARUG Marketing Conference has been organised in English in order to include international students as well. In addition, last year two workshops were open for international students. Thus far, organising the Conference in English has been a success. Therefore, next year the Conference will also be held in English. The next edition of the MARUG Marketing Conference will be held on Tuesday 18 February 2020. The MARUG Marketing Conference is only open for Dutch-speaking students.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the MARUG Marketing Conference will be formed by the Chairman, External Relations and PR & Promotion of the MARUG Board.*

#### 3.2 Media Team

The Media Team is responsible for several tasks. One of these tasks is the provision of marketing-related articles and videos that are being published on the MARUG website. The majority of these articles and videos are being published in English. The subject of the articles and videos are current and/or scientific. The posts of the Media Team online will contribute to the professional image of the MARUG on the website and on social media, as the quality of the articles is high and the lay-out professional. This will function as a business card for both students and companies. For the faculty and the members of the marketing department, it is important that the scientific relevance is guaranteed.

Besides the articles, the Media Team also provides footage that can be used for promotion of the MARUG. Furthermore, the committee organises a yearly theme week. This week will be used to highlight a certain theme and content related to this theme will be published on a daily basis.

The committee will consist of functions that are responsible for videos and texts. Next year, the output of the Media Team will shift more towards content that contains videos. Therefore, the Media Team will need enough knowledge about video editing. The idea is to offer a free editing class for new Media Team members to provide them with the required skills. The course will be offered in the beginning of the year such that the Media Team is able to use these skills for the entire year. The aim of the increase in video content is to create more engaging promotional content throughout the year.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Media Team will be formed by the PR & Promotion and Secretary of the MARUG Board.*

### **3.3 Promotion and Activities Committee**

The Promotion and Activity Committee (PAC) has the duration of an academic year. The PAC is responsible for organising events for the active members of the MARUG. In addition, the PAC is obligated to collaborate with the PR & Promotion to shoot photos at informal events. Examples of the events the PAC organises for the active members are the Active Members Barbecue, the Active Members Weekend and the PACjes-evening. The social and friendly atmosphere at these events contribute to the informal image of the MARUG and help increase the commitment and appreciation of the active members with regard to the MARUG. The PAC contributes in this way by intensifying the internal relations and by strengthening the image of the MARUG.

The PAC organises one promotion stunt each year. Next year, the aim is to form the PAC in the end of August, such that this committee can organise the promotion stunt in September. Furthermore, next year the PAC will be partly responsible for the recruitment of new MARUG members. The PAC is only open for Dutch-speaking students.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Promotion and Activities Committee will be formed by the PR & Promotion and Secretary of the MARUG Board.*

### **3.4 Mind over Marketing**

The purpose of the Mind over Marketing (MoM) event is to stimulate interest in the field of marketing among students at the Faculty of Behavioural and Social Sciences. Furthermore, this event has a deepening character as it depicts the relationship between marketing and psychology.

As the Mind over Marketing event has proven to be very successful, the current approach will not be changed. With the event we strive to bring state of the art developments in the interdisciplinary field of Marketing and Behavioural and Social Sciences. Therefore, we aspire to bring innovative companies and influential speakers to the event.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Mind over Marketing committee will be formed by the Internal Relations and PR & Promotion of the MARUG Board.*

### 3.5 MARUG International Marketing Experience

The purpose of the International Marketing Experience (IME) is to provide a professional travel event, in which students can experience marketing abroad. Moreover, this event adds to the international focus of the event-portfolio of the MARUG.

To guarantee the quality of the International Marketing Experience, students are selected based on their CV and motivation. In that way, the MARUG makes sure to bring enthusiastic students who have a good understanding of marketing. One of the criteria is that students have a sufficient proficiency in the English language and this is something that will be highlighted in the recruitment. Like previous years, the event will be open for international students' applications. To guarantee the professionalism of the IME, the preliminary stage of the IME will include guest lectures by external parties that fit the theme of the trip. By including this preliminary stage the participants will both get to know each other and will gather information about the theme, which will add to the experience of the company visits. Upcoming year, the IME will be held in April.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the MARUG International Marketing Experience will be formed by the Treasurer and Internal Relations of the MARUG Board.*

### 3.6 Master Marketing Team

The Master Marketing Team (MMT) focusses on offering Master Marketing related activities. These activities are of high quality and will fulfil the needs of the Master Marketing students. Also, the MMT functions as an important intermediary for both the marketing department and the MARUG. Consequently, the chairman of the MMT will attend the meetings with the marketing department. The committee consists solely of MSc Marketing students as these are in direct contact with the target audience. Over the whole year, the MMT is made up out of two committees: the MMT Fall and the MMT Spring. It is important to continue operating in this manner, as the Master Marketing students experience a large amount of pressure from their masters. So, by separating the MMT into a Fall- and Spring committee, we are able to make the committee more attractive for students.

#### 3.6.1 Master Marketing Team Fall

The Master Marketing Fall ideally gets formed in June and organises the Career Day (in collaboration with the MARUG Board), the Management Tour and the first two (Pre-) Master Marketing Socials. The Management Tour is a recruitment event that has now been organised for two years. Unfortunately, this event did not take place last year, because it was scheduled in December, which resulted in busy schedules for companies. Therefore, the Management Tour will now take place the 29th of November 2019, which will most likely lead to more availability of companies. Last year, the MMT Fall was formed in June, such that there was enough time for the acquisition of the Career Day. This year, the MMT Fall will also be formed in June, which implies that MMT has enough time to organise the Management Tour and to organise the Career Day. The function External Relations of the MARUG Board will help with the acquisition of the companies visiting the Career Day.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Master Marketing Team Fall will be formed by the Chairman and Treasurer of the MARUG Board.*

### 3.6.2 Master Marketing Team Spring

The Master Marketing Team Spring organises the Intelligence Event and the last three (Pre-) Master Marketing Socials. The Intelligence Event is a highly appreciated Master Marketing event that highlights the unique character of the MSc Marketing Intelligence. While appreciated, participation in this event by MSc Marketing Intelligence students was relatively low last year. By improving promotion and timing of the event, participation will increase. This year, a fourth MMT event was organised (Ace Your Interview). However, the participation of students in this event was not high enough due to the time period. Therefore, the event will not be organised again next year.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Master Marketing Team Spring will be formed by the Chairman and Treasurer of the MARUG Board.*

### 3.7 MARUG Inhousedays

An Inhouseday entails a company visit of one of the partners of the MARUG. The MARUG also offers these companies the possibility to select the participating students based on their CV. This way these events do not only enable students the possibility to experience and see a company, but an Inhouseday also provides a company the possibility to connect with highly skilled students.

During last year, the MARUG Board discovered that not all Inhousedays were fitting well in the schedules of both companies and students. So, for this year, the aim is to focus on offering the MARUG members a collection of Inhousedays that will fit better within the academic schedule of these students and to provide a collection of diverse and relevant marketing companies.

Furthermore, the MARUG will focus on improving the promotion strategy for the MARUG Inhousedays, as this is something that can still be improved. An example of this is making the Campus Recruiters responsible for the promotion of the Inhousedays, which should stimulate students' participation in these events.

*The MARUG Inhousedays are organised by the External Relations and Treasurer of the MARUG Board.*

### 3.8 Dublin Inhousetour

The Dublin Inhousetour offers Dutch and international students the chance to visit the headquarters of innovative companies that are directed towards the online world. During former editions, visits have been made to the headquarters of amongst others Google, Facebook and Airbnb. For this Inhousetour, 30 students will be selected on the basis of their CV to participate in this trip.

The Dublin Inhousetour is a great chance for students to get to know the companies better, but also especially to better orientate in the work field. In the past years, it has shown that companies are highly interested in recruiting the Dutch students, and they also hired students as a result of this trip. This event strengthens the recruitment function of the MARUG and will be organised again upcoming year.

*The Dublin Inhousetour is organised by the Secretary and External Relations of the MARUG Board.*

### 3.9 MARUG Marketing Classes

The MARUG organises Marketing Classes with the goal to reach students in an early stage of their studies and to make them familiar with the marketing field and the MARUG. This will be done by arranging a guest lecture, and by delivering a business case for first- and second year marketing courses of the Faculty of Economics and Business (FEB). These lectures and cases are prepared by speakers from the business world, to give students more insight in the marketing practice.

Previous years, there has been a collaboration with the course Marketing BDK of the BSc Business Administration and with the course International Marketing of the BSc International Business. Upcoming year, the MARUG will strive to enlarge the number of course couplings, by working towards more collaborations with the remaining marketing courses of the FEB. This is also a good way to reach bachelor students with an interest in marketing.

The main objective of the MARUG is to be the intermediary between marketing science and the marketing practice. The concept of the marketing classes connects well with this objective. It is a concept directed towards promotion of the MARUG, where the values of the MARUG will be highlighted. It should be clear for participating students that the event is organised by the MARUG.

*The Marketing Classes are organised by the External Relations and Secretary of the MARUG Board.*

### 3.10 Plus Business Event

Last year, the Plus Business Event was organised in collaboration with the Customer Insights Centre. This year, the MARUG will strive to organise it the same way as last year, since the seminar held by the CIC was received as very positive. Therefore, this year the Plus Content Event will again have a broadening character. The content of the seminar will consist of current business topics. The MARUG will strive to have a high number of Plus-members joining the Plus Business Event. This will be done by setting a date for the event as early as possible, as a result, the date can be communicated on time to the Plus-members.

*The Plus Business Event is organised by the Secretary of the MARUG Board.*

### 3.11 Recruitment Days

This year, the 26th edition of the Recruitment Days will be organised, in collaboration with the EBF. The Recruitment Days belongs to one of the most successful events of the MARUG. The Recruitment Days is one of the biggest study-related events in Groningen. Besides, the event has a great brand recognition, and has a good reputation among students as well as companies.

This year, the Recruitment Days will take place from the 9th to the 11th of December 2019. These days are primarily for students of the Faculty of Economics & Business to orientate themselves on the labour market and to get insights into the participating companies. Besides, students will get the opportunity to explore the internship- and graduation options within business. The Recruitment Days contribute to the brand awareness and the positive image of the MARUG, and intensifies the relations

of the MARUG with students, companies and the EBF. The Recruitment Days committee is only open for Dutch-speaking students.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Recruitment Days will be formed by the Secretary from the MARUG Board and two functions of the EBF Board.*

### **3.12 ComMa Conference**

This year there again will be a collaboration between the MARUG and the association Commotie to organise the ComMa Conference. Just like last year, the conference is in the evening, to increase the enthusiasm among students. The goal of the event is to highlight the points of contact between communication and marketing. In this way, the participants will get familiar with both fields of study.

From the MARUG perspective, this event is interesting, because the target group from the CIW students can be better served. Moreover, new MARUG members can be recruited and the interest in the MSc Marketing will be increased among this target group. This year, the ComMa Conference will be on the 17th of October 2019.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the ComMa Conference will be formed by the Internal Relations and Chairman of the MARUG Board.*

### **3.13 Sustainable Marketing Event**

This event is the replacement of the Commercial Night. The Commercial Night was an event which was mainly focused on reaching the consumer by different types of media for advertisement. This year, the Commercial Night will be replaced for an event that focuses on sustainability, as the goal for upcoming year of the MARUG is to achieve the Green Label. Therefore, by organising a 'green event' the awareness around sustainability can be created. Multiple companies that work with and around sustainability will join this event and share their experiences with sustainability. In addition, the name for this event will be later determined and will align with the sustainable subject because the name 'Commercial Night' will not be appropriate anymore. The Sustainable Marketing Event will consist of an evening program with lectures and moments of discussion in which the strengths of sustainable marketing are used as central outcome. The goal is to have both Dutch and International students participating in the event. The pursuit of the number of participants will be again around 50. However, the focus will be on attracting more international students to the event. This year the Sustainable Marketing Event will be held on the 30th of April 2020.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Commercial night will be of by the Secretary and External Relations from the MARUG Board.*

### **3.14 MARUG Courses**

From the academic year 2014-2015 onwards, the MARUG has started offering a variety of courses. These courses can help students expand and improve their (academic) skills. Last year four courses took place: the SPSS course in block 1, the R course in block 2, the Google Analytics course in block 3

and the InDesign course in block 4. The courses, varying in content and length, complemented the content of the courses provided by the Faculty of Economics and Business and, moreover, they helped to broaden the students' knowledge. The courses offered were well received and had a lot of participants. Therefore, all four courses will be offered again this year. While organising these courses, the feedback from participants from last year will be used to improve the courses for the upcoming year.

*The MARUG courses are organised by the Chairman and PR & Promotion of the MARUG Board.*

### **3.15 MARUG Campus Recruiters**

The Campus Recruiters are four students from the MSc Marketing who gauge fellow students for interest in internships and vacancies and communicate those interested to the External Relations officer. Besides, they will approach new members of the MARUG in order to gain insights in their desires with regards to recruitment. Last year the cooperation between the Campus Recruiters themselves has improved. The upcoming year, the Campus Recruiters will be given a more clearly defined set of tasks for which they will carry responsibility. In addition, the frequency and personalization of communication between Campus Recruiters and the MARUG members will be enhanced. To help facilitate this, an improvement in the mapping of students' interest will be made, where the Campus Recruiters will have a more active role. MARUG Campus Recruiters is a committee only open for Dutch-speaking students.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the MARUG Campus Recruiters will be formed by the External Relations and Treasurer of the MARUG Board.*

### **3.16 National Marketing Battle**

The National Marketing Battle (NMS) is an initiative from the Marketing Association Netherlands (MAN). The MAN was founded in 1992 and its purpose is to bridge the gap between marketing theory and marketing practices for students on a national level. The MAN consists of: MAEUR (Rotterdam), Scope|3MA (Maastricht), Asset Marketing (Tilburg), MAA (Amsterdam) and the MARUG. The National Marketing Battle is the biggest marketing event for university students of the Marketing Association Netherlands. The event is focused on students of Dutch top-universities in the final stage of their studies, who feel an affinity to the topic of marketing. A hundred students were selected based on their motivation letter, their CV, and the amount of points won during the Inhouse Days.

The National Marketing Battle is a unique event, as it has the goal to increase interaction between students and companies. The companies get a possibility to see these students in action, working on real-life cases and in teams with other students they have never met. The last two years, the NMS was organised by the MARUG. However, this year Tilburg will organise the event. The specifications of the event are still uncertain and possible new interpretations of the event are explored.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the National Marketing Battle will be formed by the Chairman of the MARUG Board.*

### **3.17 Marketing Consultancy Group**

This year, the MARUG started with the Marketing Consultancy Group (MCG). This is an initiative that offers students the opportunity to gain practical experience next to their studies in the marketing field. In October, the first project for the MCG started with six motivated senior students (five MSc and one last year BSc) at iProspect in Amsterdam. This project was successfully finished in January. The first project was evaluated as a valuable initiative by as well the participating firm as by the participating students. Based on this evaluation, it is decided to continue with the MCG and organise a second project. In March, a new MCG was recruited, again with six motivated senior students (five MSc and one last year BSc). In the end of March, the project started at Harvest Digital in Groningen. This project is still in progress and finishes in the beginning of June.

*The supervisory board (also called 'Raad van Toezicht' or 'RvT') of the Marketing Consultancy Group will be formed by the External Relations and the Treasurer of the MARUG Board.*

## 4. Budget 2019-2020

### 4.1 Preface

Groningen, 20 May 2019

Dear reader,

In front of you lies the budget for the MARUG's financial year 2019-2020. Within this document the budget for both the Board as well as the committees is presented. Like the preceding years, some alterations were made to accounts in accordance to the results of last year. Generally, the benefits and costs of this year's board are comparable to those of last year.

I look forward to the upcoming year in which I will continue the policy of the MARUG and in particular the financial side of it. Furthermore, I would like to thank Bob for the enjoyable transfer period.

With kind regards,

On behalf of the MARUG Board 2019-2020,



Redmer Nijboer  
*Treasurer*  
MARUG Board 2019-2020

## 4.2 Budget Board 2019-2020

MARUG BOARD 2019-2020				
Description	Realised	Budgeted	Realised	Budgeted
	30-4-2018	1-5-2018	30-4-2019	1-5-2019
	€	€	€	€
<b>Benefits</b>				
1 Acquisition	25,550	26,000	32,455	30,000
2 Contribution members	18,315	18,500	17,888	18,500
3 Subsidy	873	873	873	873
4 Interest	197	200	47	50
5 Incidental benefits	3,408	-	279	-
<b>Total benefits</b>	<b>48,344</b>	<b>45,573</b>	<b>51,541</b>	<b>49,423</b>
<b>Costs</b>				
6 Depreciation	2,656	2,055	2,095	804
7 Telephone	398	520	558	470
8 Postage	352	300	302	300
9 Print and copy	1,228	1,400	1,079	1,300
10 Office	224	275	383	350
11 Insurance	385	250	365	920
12 Banking	392	375	640	400
13 IT	4,707	4,775	4,377	5,000
14 Travel	1,241	1,100	1,734	1,300
15 Drinks and socials	7,011	7,000	7,520	7,500
16 Promotional clothing	711	1,000	792	900
17 Promotion	3,200	3,700	3,899	4,900
18 Acquaintance committees	1,625	1,400	1,210	1,400
19 Committee diners	3,656	3,500	2,470	3,000
20 Meetings	1,353	1,500	856	1,000
21 Gifts	441	500	1,274	1,000
22 Recruitment	-	-	1,594	1,600
23 Other	2,094	2,000	2,294	2,300
24 Provision auditors	1,500	1,500	1,500	1,500
25 Provision lustrum VIII	2,500	2,500	2,500	2,500
26 Provision online presence	-	-	2,500	-
27 Incidental costs	-	2,000	3,361	2,000
<b>Total costs</b>	<b>35,672</b>	<b>37,650</b>	<b>43,302</b>	<b>40,444</b>
<b>Result</b>	<b>12,672</b>	<b>7,923</b>	<b>8,239</b>	<b>8,979</b>

### 4.3 Explanation Budget Board 2019-2020

#### 1. Acquisition

The acquisitions are budgeted higher than the ones of last year. Last year MARUG experienced a solid financial year. The expectation is that the MARUG will continue this trend in the upcoming year.

#### 6. Depreciation

Over the last year a number of MARUG's assets, in particular the website and the steadycam, have been fully depreciated. As a result, the budgeted account for depreciation has been lowered substantially.

#### 7. Telephone

Three landline telephones have been cancelled last year due to lack of usage. Therefore, the amount of costs incurred will be lower next year.

#### 11. Insurance

The MARUG was lacking legal assistance coverage, but given the size of the association and the contracts it signs with firms, the investment for such an insurance was deemed appropriate.

#### 13.

**IT**

Given the focus point of optimizing the member administration, MARUG may attempt to implement a software solution. In the case a suitable solution is found then additional IT costs will be incurred.

#### 17. Promotion

For the upcoming year focus points of the policy are promoting sustainability and increasing the awareness among marketing interested students. As a consequence of these policy decisions, the costs of promotional material is expected to increase.

#### 21. Gifts

Next year, we would like to continue to reward the active members of the MARUG for their efforts. As the budget of the MARUG has increased over the years, it was decided to share this growth with the active members.

#### 4.4 Budget MARUG Activities 2019-2020

MARUG ACTIVITIES 2019-2020				
Description	Realised	Budgeted	Realised	Budgeted
	30-4-2018	1-5-2018	30-4-2019	1-5-2019
	€	€	€	€
<b>Benefits</b>				
1 MARUG Plus	721	2,100	1,652	1,200
2 MARUG PAC	588	600	638	1000
3 MARUG IME	13,125	13,000	12,970	13,000
4 MARUG Master Team	6,400	7,250	11,029	9,500
5 MARUG/Commotie ComMa	1,922	1,500	1,295	1,300
6 MARUG/EBF Recruitment Days	12,991	12,000	11,500	11,500
7 MARUG Inhousedagen	1,500	1,500	-	-
8 Germany Inhousetour	1,200	-	-	-
9 Dublin Inhousetour	6,785	7,000	5,150	7,000
10 MARUG Commercial Night	1,136	1,331	2,561	-
11 MARUG Sustainable Marketing Event	-	-	-	1,300
12 MARUG Media Team	-	-	-	-
13 MARUG Mind over Marketing	1,829	1,750	1,496	1,500
14 MARUG Courses	3,144	4,000	2,340	3,000
<b>Total benefits</b>	<b>51,343</b>	<b>52,032</b>	<b>50,631</b>	<b>50,300</b>
<b>Costs</b>				
1 MARUG Plus	5,712	7,500	8,131	6,000
2 MARUG PAC	4,939	4,800	4,945	5,000
3 MARUG IME	13,867	13,500	13,867	13,500
4 MARUG Master Team	10,245	9,750	9,127	9,500
5 MARUG/Commotie ComMa	2,423	2,000	1,846	2,200
6 MARUG/EBF Recruitment Days	-	-	-	-
7 MARUG Inhousedagen	478	500	-	-
8 Germany Inhousetour	5,186	-	-	-
9 Dublin Inhousetour	7,977	8,500	7,008	8,500
10 MARUG Commercial Night	1,780	1,977	3,764	-
11 MARUG Sustainable Marketing Event	-	-	-	2,700
12 MARUG Media Team	498	1,000	435	1,500
13 MARUG Mind over Marketing	2,843	2,400	2,289	2,400
14 MARUG Courses	8,115	8,000	5,472	8,000
<b>Total costs</b>	<b>64,063</b>	<b>59,927</b>	<b>56,882</b>	<b>59,300</b>
<b>Total benefits</b>	<b>99,687</b>	<b>97,605</b>	<b>102,172</b>	<b>99,723</b>
<b>Total costs</b>	<b>99,735</b>	<b>97,577</b>	<b>100,184</b>	<b>99,744</b>
<b>Result</b>	<b>(48)</b>	<b>28</b>	<b>1,988</b>	<b>(21)</b>

## **4.5 Explanation Budget MARUG Activities 2019-2020**

### **1. MARUG Plus**

Both the benefits and the costs have been budgeted lower than last year given that there is only one Former Board Reunion planned for this year.

### **4. MARUG Master Team**

The Master Marketing events are becoming increasingly more popular events for companies. Corresponding with this trend, the benefits of these events increase.

### **11. Sustainable Marketing Event**

Both the benefits and the costs have been budgeted lower than last year given that there is only one Commercial Night for this financial year as opposed to two in the last year. Yet, the MARUG aspires this event to be sustainable-themed. The costs are therefore expected to increase.

### **12. MARUG Media Team**

The aim is to improve the Media Team's capabilities. Thus, the consideration for a skill enhancing course is budgeted for.

### **14. MARUG Courses**

Last year a favourable deal was struck with a partner of the MARUG. This year there is uncertainty about the continuation of such a deal.

## 4.6 Approval

### Statement of the Audit and Control committee

Following the assignment of the General Members Meeting dated 27 May 2019, we have audited the budget for the financial year of 2019-2020, started on 1 May 2019 and ended on 30 April 2020, of the Marketing Association University of Groningen.

Based on the audit we performed, nothing has emerged from which we should conclude that the figures do not give a true picture.

Groningen, 20 May 2019

The Audit and Control committee 2019-2020

A handwritten signature in black ink, consisting of a dense, circular scribble of lines with a long horizontal line extending to the right.

Robin Schoonveld  
*Treasurer*  
MARUG Board 2017-2018

A handwritten signature in black ink, written in a cursive style that clearly reads 'Berends'.

Bob Berends  
*Treasurer*  
MARUG Board 2018-2019

## 5. Year planning 2019-2020

### 2019

#### August

12 – 16 KEI-Week

#### September

2 Introduction Day MSc Marketing Students

5 MARUG beginning of the year party

16 – 20 MARUG promotional week

#### October

2 Master Career Day

3 MARUG Social

17 ComMa Conference

25 MARUG Plus Social

#### November

8 (Pre-) MSc Marketing Social

9 – 10 Active Members Weekend

11 Half Yearly General Members Meeting

14 MARUG Social

20 – 24 Dublin Inhouse Tour

29 MARUG Management Tour

#### December

3 Mind over Marketing

5 “PAC-jes avond”, MARUG Social

9 – 12 EBF/MARUG Recruitment Days

### 2020

#### January

9 MARUG New Year Social

30 MARUG Social

31 (Pre-) MSc Marketing Social

#### February

6 – 7 Nationale Marketing Strijd

15 Option: Former Board Day & Plus Social

18 MARUG Marketing Conference

22 Option: Former Board Day & Plus Social

**March**

- 4 Option MARUG Intelligence Event
- 5 MARUG Social: Chairman announcement
- 13 Active Members Activity

**April**

- 8 (Pre-) MSc Marketing Social
- 9 MARUG Social: Candidate Board announcement
- 11 – 19 MARUG International Marketing Experience
- 30 Sustainable Marketing Event

**May**

- 7 MARUG Social
- 14 Master Marketing Event
- 20 Active Members BBQ
- 25 MARUG General Members Meeting
- 28 MARUG Social

**June**

- 20 Option: Plus Canal Social
- 27 Option: Plus Canal Social