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INITIAL ACCREDITATION

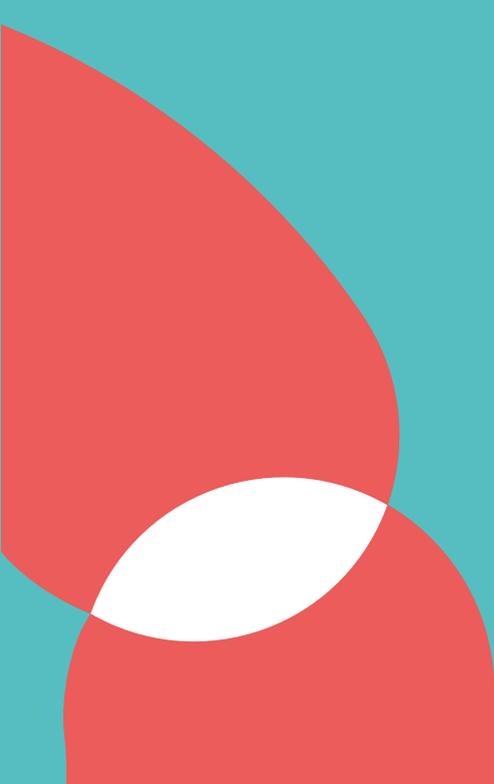
WO-MASTER

MARKETING AND DATA INTELLIGENCE

ERASMUS UNIVERSITY ROTTERDAM

SUMMARY REPORT

10 MARCH 2025



1 Peer review

The quality of a new programme is assessed by means of peer review. A panel of independent peers including a student reviews the plans during a site visit to the institution. A discussion amongst peer experts forms the basis for the panel's final judgement and the advisory report. The focus is on the curriculum, the teaching and learning environment, and student assessment.

The Accreditation Organisation of the Netherlands and Flanders (NVAO) takes a formal decision on the quality of the new programme based on the outcome of the peer review. This decision can be positive, conditionally positive or negative. Following a positive NVAO decision with or without conditions the institution can proceed to offer the new programme. Upon completion of the programme graduates are entitled to receive a legally accredited degree.

This summary report contains the main outcomes of the peer review. A full report with more details including the panel's findings and analysis is also available. NVAO bases an accreditation decision on the full report.

Both the full and summary reports of peer reviews are published on NVAO's website www.nvaio.net. There you can also find more information on NVAO and peer reviews of new programmes.

2 Panel

Peer experts

Prof. dr. Rob Koper (chair), Emeritus professor of the Open University, formerly Dean of Education, Director of the E-learning Research Institute and distinguished (university) Professor. Professional focus is on educational innovation, learning sciences, ICT in education and data science;

Dr. Kelly Beekman, Lector Technology-enhanced assessment, & Academic Director Master Educational Measurement & Assessment, Fontys Teaching College Tilburg;

Dr. Auke Hunneman, Associate Professor of Marketing and Associate Dean for BI's Master of Science in Business Analytics at BI Norwegian Business School;

Prof. dr. Corine Noordhoff, Professor by Special Appointment of Retail Marketing at University of Groningen, Head of Data, Insights & Analytics at AS Watson;

Nienke Wessel, BSc, Master student Computing Science; specialisation Data Science at Radboud University Nijmegen.

Assisting staff

Ikrame Faris, MSc secretary

Anouk Baars, MSc NVAO policy advisor and process coordinator

Site visit

Rotterdam, 9 January 2025

3 Outcome

The NVAO approved panel reaches a positive conclusion regarding the quality of the master programme Marketing and Data Intelligence offered by Erasmus University Rotterdam. The programme complies with all standards of the limited NVAO framework. The panel did not reach a provisional judgment immediately following the site visit. Instead, they requested further clarification on four key points: the educational and graduate profiles, the entry requirements and a reconsideration of the programme title. This information was received on 27 January and discussed in an online meeting on 2 February.

The master programme trains professionals to leverage data-driven insights and advanced analytical methods to drive strategic marketing decisions. The programme targets marketers with an affinity for data science techniques. The intended learning outcomes (ILOs) are well-structured and meet master level standards. The panel does recommend that the ILOs could benefit from greater specificity in its description and a more pronounced focus on key soft skills, such as communication. Additionally, the panel recommends the programme to establish ongoing collaboration with industry stakeholders, such as through an Advisory Board, to ensure continued alignment with evolving market demands.

The master programme Marketing and Data Intelligence provides a well-rounded, flexible online curriculum tailored to professionals with experience in data-driven marketing roles. Combining in-depth theoretical knowledge with hands-on applications, the programme equips students to apply data insights and advanced machine learning techniques in marketing. The pedagogical model balances flexibility with interactive learning, supported by the user-friendly Canvas platform, and is complemented by strong student support structures. The panel commends the focus of the programme, including well-defined entry requirements and the newly proposed title, Marketing and Data Intelligence, which more accurately reflects its essence than the initial title 'Marketing in the Age of Data and AI'. As a recommended course of action, the panel advises mapping out the academic learning line and closely monitoring teaching a fully online programme, due to its novelty, to promptly address any emerging challenges.

The programme has a sound and transparent system of student assessment in place. A wide variety of assessment methods is deployed, both summative and formative, and validity, reliability and transparency are guaranteed by several procedures. The panel appreciates the ILO portfolio as a well-designed alternative to a final thesis, ensuring comprehensive evaluation of the learning outcomes. It also recognizes the expertise of the Examination Board in maintaining assessment quality. The panel recommends enhancing the clarity on how formative assessments support the learning process and further integrating soft skills assessment. Moreover, ongoing oversight of AI integration is encouraged, so that students learn to use these tools responsibly, and examiners can confidently validate that final outputs reflect students' own competencies.

4 Commendations

The programme is commended for the following features of good practice.

1. Programme profile – The panel praises the programme's successful integration of academic expertise from the Erasmus School of Economics, the department of econometrics and the marketing section of the department of business economics. This synergy at the intersection of data science and marketing addresses a growing demand in the labour market.
2. Pedagogical model – The pedagogical model, with a flexible approach, is considered highly suitable for the intended target group, providing opportunity to shape their learning path according to their own needs.

3. Teaching staff – The teaching staff bring a broad range of expertise and experience from similar programmes, instilling confidence in their ability to deliver high quality education. Their enthusiasm and dedication further strengthen this trust.

4. State-of-the-art e-learning platform – The Canvas e-learning platform and its design fosters an engaging and collaborative online learning environment, ensuring students have access to the latest tools and resources.

5. ILO portfolio – The ILO portfolio offers an interesting and suitable alternative to the traditional thesis and ensures a comprehensive evaluation of learning outcomes.

5 Recommendations

For further improvement to the programme, the panel recommends a number of follow-up actions.

1. Involvement of the professional field – Safeguard continued and sustainable involvement of the professional field to ensure the programme is kept up-to-date.

2. Make soft skills explicit – Further clarify skills such as communication, leadership and teamwork and specify how these are assessed. Incorporate these competencies explicitly into grading rubrics or reflect them in formative and summative evaluations to ensure students receive regular, actionable feedback.

3. Academic learning line – Explicitly map out the academic learning line so that the steps of the research process are clear to students.

4. Formative assessment – Clarify how formative assessment can enhance the learning process and support student guidance.

5. Novelty of a fully online programme – Monitor potential challenges that may arise due to the novelty of teaching a fully online programme.

6 What comes next?

NVAO grants initial accreditation to a new programme on the basis of a panel's full report. The decision is valid for a maximum of six years. For conditional accreditation other regulations apply. Upon accreditation the new programme will follow the NVAO review procedures for existing programmes. NVAO publishes the accreditation decision together with the full report and this summary report. ¹

Each institution has a system of quality assurance in place ensuring continuous follow-up actions and periodic peer-review activities. Peer reviews help the institution to improve the quality of its programmes. The progress made since the last review is therefore taken into consideration when preparing for the next review. The follow-up activities are also part of the following peer-review report. For more information, visit the institution's website. ²

¹ <https://www.nvao.net/nl/besluiten>

² <https://www.eur.nl/en>

7 Summary in Dutch

Het panel oordeelt positief over de kwaliteit van M Marketing and Data Intelligence van Erasmus Universiteit Rotterdam Dit is de uitkomst van de kwaliteitstoets uitgevoerd door een panel van peers op verzoek van de Nederlands-Vlaamse Accreditatieorganisatie (NVAO). Voor deze beoordeling heeft het panel gesprekken gevoerd met de opleiding op 9 januari 2025.

Het panel kwam na het locatiebezoek niet direct tot een voorlopig oordeel. In plaats daarvan werd de opleiding verzocht om een nadere schriftelijke verduidelijking op de volgende thema's: het opleidings- en uitstroomprofiel, de toelatingseisen en de opleidingsnaam. Deze informatie werd op 27 januari ontvangen en op 2 februari besproken in een online vergadering. Waar relevant, wordt in de tekst onderscheid gemaakt tussen de informatie uit het locatiebezoek en de aanvullende informatie die nadien is ingediend.

De masteropleiding Marketing and Data Intelligence leidt professionals op om data-gedreven inzichten en analytische methoden in te zetten voor strategische marketingbeslissingen. De opleiding richt zich op marketeers met affiniteit voor data science. De beoogde leerresultaten zijn helder gestructureerd en voldoen aan het masterniveau. Het panel beveelt aan om de leerresultaten specifiek te beschrijven en een sterkere nadruk te leggen op essentiële soft skills, zoals communicatieve vaardigheden. Daarnaast adviseert het panel om een structurele samenwerking met het werkveld op te zetten, bijvoorbeeld via een Adviesraad, zodat de opleiding optimaal blijft aansluiten op de laatste ontwikkelingen in de praktijk.

De masteropleiding biedt een goed uitgebalanceerd en flexibel online curriculum, gericht op professionals met ervaring in data-gedreven marketing. De combinatie van diepgaande theoretische kennis en praktijkgerichte toepassingen stelt studenten in staat om data-inzichten en geavanceerde *machine learning* technieken toe te passen in marketingstrategieën. Het pedagogisch model biedt een evenwicht tussen flexibiliteit en interactief leren. Dit wordt ondersteund door het gebruiksvriendelijke Canvas-platform en gedegen studentondersteuning. Het panel spreekt haar waardering uit voor de focus van de opleiding, waaronder de duidelijke toelatingseisen en de nieuw voorgestelde opleidingsnaam, *Marketing and Data Intelligence*. Deze naam weerspiegelt de kern van de opleiding beter dan de oorspronkelijke titel *Marketing in the Age of Data and AI*. Het panel adviseert om de academische leerlijn duidelijk in kaart te brengen. Daarnaast beveelt het aan om het online onderwijs zorgvuldig te volgen en waar nodig bij te sturen.

De opleiding hanteert een solide en transparant systeem van studentbeoordeling, met een breed scala aan toetsvormen, zowel summatief als formatief. Validiteit, betrouwbaarheid en transparantie worden gewaarborgd door zorgvuldig opgezette procedures. Het panel waardeert het ILO-portfolio, dat een doordacht alternatief biedt voor de traditionele masterthesis. Dit portfolio maakt het mogelijk om leerresultaten op een integrale manier te beoordelen. Daarnaast benadrukt het panel de belangrijke rol van de Examencommissie bij het bewaken van de toetskwaliteit. Het panel adviseert om de samenhang tussen formatieve toetsen en het leerproces verder te verduidelijken en soft skills explicieter te integreren in de beoordeling. Ook wordt aanbevolen de inzet van AI binnen de opleiding actief te blijven volgen, zodat studenten leren deze technologieën op een verantwoorde manier te gebruiken en examinatoren kunnen waarborgen dat eindproducten daadwerkelijk de competenties van de student reflecteren.

Meer informatie over de NVAO-werkwijze en de toetsing van nieuwe opleidingen is te vinden op www.nvao.net. Voor informatie over de Erasmus Universiteit Rotterdam verwijzen we naar de website van de instelling.³

³ <https://www.eur.nl>

The summary report was written at the request of NVAO and is the outcome of the peer review of the new programme
Wo-master M Marketing and Data Intelligence
Erasmus University Rotterdam

Application no: AV-2369



Nederlands-Vlaamse Accreditatieorganisatie
Accreditation Organisation of the Netherlands and Flanders

Parkstraat 83 • 2514 JG Den Haag
P.O. Box 85498 • 2508 CD The Hague
The Netherlands

T +31 (0)70 312 23 00
E info@nvao.net
www.nvao.net