Course Specifications
Valid as from the academic year 2018-2019

Marketing Management (F000768)

Course

Lecturers in academic year 2018-2019
Geuens, Maggie

EB23 lecturer-in-charge

Course offerings and teaching methods in academic year 2018-2019
A (semester 1)
Dutch

lecture: plenary exercises
teaching seminar

teaching lecture

Offered in the following programmes in 2018-2019

<table>
<thead>
<tr>
<th>Programme</th>
<th>Credits</th>
<th>Offering</th>
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</thead>
<tbody>
<tr>
<td>Bachelor of Arts in Oriental Languages and Cultures (main subject Arabic and Islamic Studies)</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Bachelor of Arts in Oriental Languages and Cultures (main subject China (China Track))</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Bachelor of Arts in Oriental Languages and Cultures (main subject China (UGent Track))</td>
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<tr>
<td>Bachelor of Arts in Oriental Languages and Cultures (main subject India)</td>
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<tr>
<td>Bachelor of Arts in Oriental Languages and Cultures (main subject Japan)</td>
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<tr>
<td>Bachelor of Arts in Archaeology</td>
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<td>A</td>
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<tr>
<td>Bachelor of Arts in Art History, Musicology and Theatre Studies</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Bachelor of Arts in East European Languages and Cultures</td>
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<tr>
<td>Master of Arts in Oriental Languages and Cultures (main subject China)</td>
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<tr>
<td>Master of Science in Communication Science (main subject Communication Management)</td>
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<tr>
<td>Master of Science in Communication Science (main subject Film and Television Studies)</td>
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<td>Master of Arts in Oriental Languages and Cultures (main subject India)</td>
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<td>Master of Science in Communication Science (main subject Journalism)</td>
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<tr>
<td>Master of Arts in Oriental Languages and Cultures (main subject Middle East Studies)</td>
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<tr>
<td>Master of Science in Communication Science (main subject New Media and Society)</td>
<td>6</td>
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<td>Master of Science in Biochemistry and Biotechnology</td>
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<td>Master of Science in Biology</td>
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<td>Master of Science in Biology</td>
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<tr>
<td>Master of Science in Chemistry</td>
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<tr>
<td>Master of Science in Physics and Astronomy</td>
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<tr>
<td>Master of Science in Geography</td>
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<tr>
<td>Master of Science in Geomatics and Surveying</td>
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<td>A</td>
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<tr>
<td>Master of Science in Computer Science</td>
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<tr>
<td>Master of Science in Nursing and Midwifery</td>
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<tr>
<td>Postgraduate programme in Innovation and Entrepreneurship</td>
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</tbody>
</table>

Course size (nominal values; actual values may depend on programme)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
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<tbody>
<tr>
<td>6.0</td>
<td>180 h</td>
<td>45.0 h</td>
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</tbody>
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Course size

( Approved)
Teaching languages
Dutch

Keywords
Strategic planning, competitor analysis, buyer behaviour, segmentation and positioning, marketing mix, controlling the marketing activities

Position of the course
The objective of this course is to establish a first and thorough acquaintance with the different aspects of marketing management. Attention will be paid to strategical as well as tactical aspects: which strategies can a company follow, and how can this strategy be translated in the right products and services, the right communication, the right price and the right distribution to excel on attractive markets? In addition, research methods that can contribute to making the right strategical and tactical choices will be discussed.

Contents
• The marketing process and marketing management concepts
• Organization and marketing strategy
• Marketing environment
• Buying behavior of consumers and companies
• Market segmentation, targeting and positioning
• Products, services and brand strategy
• Price policy
• Distribution policy
• Marketing communications

Initial competences
None

Final competences
1 Have a profound insight and knowledge of marketing theories, models and frameworks
2 Use marketing knowledge to critically analyze and evaluate complex marketing problems
3 Have an insight in the evolution and dynamics of the marketing domain
4 Translate a marketing strategy into professional commercial policy
5 Formulate a personal point of view and provide recommendations for complex marketing problems
6 Evaluate the societal and ethical consequences of marketing decisions.

Conditions for credit contract
Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract
Access to this course unit via an exam contract is unrestricted

Teaching methods
Lecture, seminar, lecture: plenary exercises

Extra information on the teaching methods
Colleges: the various parts of the course are dealt with departing from concepts and using ample illustrations. Also several case-studies which students prepared at home will be discussed in class. The emphasis is on the structure and coherence of the course. Additionally, experts from companies provide real life examples.

Learning materials and price
• Teaching notes: https://minerva.ugent.be
• Case studies
Cost: 15 EUR for case studies, 60 EUR for the book (in case one wants to buy one, this is not compulsory)

(Approved)
References


Course content-related study coaching

Handouts are available from every class session. An assistant and the professor are available for content related questions.

Evaluation methods

end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period

Written examination

Examination methods in case of periodic evaluation during the second examination period

Written examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

Written exam: 20 multiple choice questions (for 50% of the total mark) and 5 short, open ended questions (for 50% of the total mark)

Calculation of the examination mark

Fully based on the written exam. The case studies in class are only jointly discussed, not evaluated.

Facilities for Working Students

Work students can contact the teacher in case the curriculum or case studies is/are unclear