

## Marketing and External Communication (F700081)

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

Credits	4.0	Study time	120 h	Contact hrs	32.5 h
---------	-----	------------	-------	-------------	--------

Course offerings and teaching methods in academic year 2018-2019

A (semester 2)	Dutch	seminar	8.75 h
		lecture	23.75 h

Lecturers in academic year 2018-2019

Vanderstraeten, Alex	EB23	lecturer-in-charge
----------------------	------	--------------------

Offered in the following programmes in 2018-2019

	crdts	offering
<a href="#">Postgraduate Certificate Social Profit and Public Management</a>	4	A

Teaching languages

Dutch

Keywords

Marketing, behavior change among large groups, sustainable behavior, communication

Position of the course

Students gain insight into marketing, a conduct effective instrument.

This instrument helps public and social profit organizations to invest more thoughtfully and efficiently in behavioral changes in large groups.

Contents

Principles of a communication policy (communication design, communication flow, storytelling and communication mix).

Market working investigation (trend watching and deployment trends, sketching an organization as a living entity in a dynamic environment)

Competitor analysis and target analysis.

Positioning and branding: how to convert your ideas into a highly communicative brand (value-added innovation).

Fundraising

Online-marketing

Initial competences

It is required that the student has a bachelor or master degree. If not, he/she has to provide evidence that his/her experience is an alternative for the required credentials.

The candidate also has to pass an intake or motivation interview, to determine if he/she has the right profile and credentials to access the course of the program.

Final competences

1 The student:  
-has the basics to implement a solid communication policy;

2 -is able to conduct a critical research to obtain an integrated design management;

3 -has insight in the core elements of the discipline;

4 -has insight in the working of fundraising and

5 -has insight in the working of online-marketing.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

#### Conditions for exam contract

This course unit cannot be taken via an exam contract

#### Teaching methods

Lecture, seminar

#### Extra information on the teaching methods

Lecture : 4 weeks

Group practice : 4 weeks

#### Learning materials and price

The course material consists of handouts and syllabus.

#### References

#### Course content-related study coaching

Interactivity in class makes it possible to ask questions during lectures and exercises. For further information, the student can also contact the lecturer by email or by appointment.

#### Evaluation methods

continuous assessment

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

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

#### Examination methods in case of permanent evaluation

Participation, assignment

#### Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible

#### Extra information on the examination methods

The students are continuously evaluated based on their interactive cooperation during the lessons, throughout exercises and visits (30%). An assignment is given to verify if they have integrated the necessary competences (70%).

If they fail in the first exam period, they get a new assignment in the second session.

The marks of the permanent evaluation are transferred to the second examination period.

#### Calculation of the examination mark

70% task

30% participation