Marketing Communication (F710303)

Valid as from the academic year 2018-2019

Course Specifications

Lecturers in academic year 2018-2019
Vermeir, Iris  
EB23  
lecturer-in-charge

Course offerings and teaching methods in academic year 2018-2019
A (semester 1)  
English  
seminar: coached exercises  
10.0 h  
PDE tutorial  
25.0 h  
lecture  
20.0 h

Offered in the following programmes in 2018-2019

<table>
<thead>
<tr>
<th>Programme</th>
<th>crds</th>
<th>offering</th>
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</thead>
<tbody>
<tr>
<td>Master of Science in Business Administration (main subject Commercial Management)</td>
<td>6</td>
<td>A</td>
</tr>
<tr>
<td>Master of Science in Business Administration (main subject Finance and Risk Management)</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Master of Science in Business Administration (main subject HRM and Organizational Management)</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Master of Science in Business Administration (main subject Management and IT)</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Master of Science in Business Administration (main subject Taxation)</td>
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<tr>
<td>Exchange programme in Economics and Business Administration</td>
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<td>A</td>
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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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<tr>
<td>6.0</td>
<td>180 h</td>
<td>55.0 h</td>
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Teaching languages
English

Keywords
Marketing, communication, advertising, media

Position of the course
Every manager and private consumer is exposed to marketing communication. Marketing communication offers a comprehensive outline of the theories, methodologies and applications of marketing communications. All elements of the communications mix are presented.

Contents
Possible topics of the lessons:
- Integrated communications
- Branding
- Communications objectives
- Budgets
- Communications mix
- E-communication
- Ethics in marketing communications
- Sponsorship

Initial competences
basic knowledge of marketing management.

Final competences
1. Have an insight on the different aspects of the communication mix
2. Being able to set up correct marketing objectives
3. Being able to set up marketing strategies and tactics based on the communication

(Approved)
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, PDE tutorial, seminar: coached exercises.

Learning materials and price


Powerpoint presentations

Course slides

References

Course content-related study coaching

Evaluation methods

end-of-term evaluation and continuous assessment.

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

Written examination with open questions, written examination with multiple choice questions.

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

Written examination with open questions, written examination with multiple choice questions.

Examination methods in case of permanent evaluation

Participation, assignment, peer assessment.

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible.

Calculation of the examination mark

End-of-term evaluation 50%, permanent evaluation 50%.

(Approved)