Course Specifications
Valid as from the academic year 2018-2019

Course size
Credits 3.0
Study time 90 h
Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2019-2020
A (semester 1) Dutch seminar 5.0 h
lecture 30.0 h
lecture: plenary exercises 10.0 h

Lecturers in academic year 2019-2020
Geuens, Maggie EB23 lecturer-in-charge

Offered in the following programmes in 2019-2020
Master of Arts in Multilingual Business Communication
3 A

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

(Approved)
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
This course unit cannot be taken via an exam contract

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 cases, 60 EUR for the book (in case one wants to buy this, is not compulsory)

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.