## Course Specifications
Valid as from the academic year 2018-2019

### Course offers and teaching methods in academic year 2019-2020

<table>
<thead>
<tr>
<th>Semester</th>
<th>Language</th>
<th>Mode of instruction</th>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>A (semester 1)</td>
<td>Dutch</td>
<td>Seminar</td>
<td>4.0</td>
<td>120 h</td>
<td>45.0 h</td>
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<td></td>
<td></td>
<td>Lecture</td>
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<td></td>
<td>Lecture: plenary exercises</td>
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</tbody>
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### Lecturers in academic year 2019-2020
Geuens, Maggie

### Course size
- Credits: 4.0
- Study time: 120 h
- Contact hrs: 45.0 h

### Offered in the following programmes in 2019-2020
- Master of Science in Physical Education and Movement Sciences (main subject Physical Activity, Fitness and Health)
- Master of Science in Movement and Sports Sciences (main subject Sports Policy and Sports Management)
- Master of Science in Physical Education and Movement Sciences (main subject Sports Policy and Sports Management)
- Master of Science in Physical Education and Movement Sciences (main subject Sports Training and Coaching)

### Teaching languages
Dutch

### Keywords
Strategic planning, competitor analysis, buying behaviour, segmentation and positioning, marketing mix, controlling marketing activities.

### Position of the course
The objective of this course is to acquaint students with different aspects of marketing management. Attention will be paid both to strategic and tactical aspects: which strategy can a company adopt and how can this strategy be translated in the correct products and services, the correct communication, the correct price and the correct sales locations to excell on attractive markets?

### 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 determined after successful competences assessment

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.

(Approved)