## Course Specifications

Valid as from the academic year 2017-2018

### Course Details

<table>
<thead>
<tr>
<th>Course size</th>
<th>(nominal values; actual values may depend on programme)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credits</td>
<td>5.0</td>
</tr>
<tr>
<td>Study time</td>
<td>150 h</td>
</tr>
<tr>
<td>Contact hrs</td>
<td>45.0 h</td>
</tr>
</tbody>
</table>

### Course Offerings and Teaching Methods in Academic Year 2019-2020

- **A (semester 2)**
  - **English**
  - **guided self-study** 15.0 h
  - **lecture** 30.0 h

### Lecturers in Academic Year 2019-2020
- Van den Poel, Dirk
  - **EB23**
  - **lecturer-in-charge**

### Course Offered in the Following Programmes in 2019-2020

<table>
<thead>
<tr>
<th>Programme</th>
<th>Credits</th>
<th>Offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts in African Languages and Cultures</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Bachelor of Arts in Moral Sciences</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Bachelor of Science in Economics</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Bachelor of Science in Business Engineering</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Exchange programme in Economics and Business Administration</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Preparatory Course Master of Science in Complementary Studies in Economics</td>
<td>5</td>
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<tr>
<td>Preparatory Course Master of Science in Business Economics</td>
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<tr>
<td>Preparatory Course Master of Science in Business Engineering</td>
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<tr>
<td>Preparatory Course Master of Science in Business Economics</td>
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<td>A</td>
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</tbody>
</table>

### Teaching Languages
- English

### Keywords
- marketing mix, marketing management, marketing communications, segmentation

### Position of the Course
The students get acquainted with different aspects of marketing management.

### Contents
- Introduction to Marketing
- Consumer Behavior
- Marketing models
- Market Segmentation
- Product Management
- New Products
- Distribution Management
- Price Management
- Introduction to Marketing Communication
- Sales Management
- Direct Marketing
- Marketing and internet

### Initial Competences
- none

### Final Competences
1. understanding the basic concepts/vocabulary in marketing (e.g., 4 P’s, 4 C’s, production concept, product concept, sales concept, marketing concept, desintermediation, user-generated content: UGC).

(Approved)
2 understanding relationships among marketing decision variables (e.g., interdependencies of 4 P’s)
3 applying existing theory to new cases (e.g. Theory of Reasoned Action, Theory of Planned Behavior, Howard-Sheth model of consumer behavior, Attribution theory, cognitieve dissonantie, opponent-process theory, OSL (optimal stimulation level) theory, attributietheorie, Weber’s law, balance theory, social judgment theory)
4 calculating customer life-time value
5 understanding the impact of environmental factors on marketing decisions
6 marketing is inherently multidisciplinary. The student should be able to understand the contributions of diverse scientific domains (e.g., sociology, psychology, economy, mathematics, …) to the marketing domain.

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
Guided self-study, lecture

Extra information on the teaching methods
In the classes with concepts and illustrations, covering the various parts of the course, are dealt with. The emphasis is on the structure and coherence of the course

Learning materials and price
• Syllabus
• Lecture notes (transparancies/slides) & additions
Cost: 15 EUR

References
Kotler, Keller, Robben & Geuens (2014), A framework for marketing management, Pearson Education.

Course content-related study coaching
The teacher will provide sample exam questions throughout the course.

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 examination during which we test whether the student has mastered the basic concepts/terminology of marketing, and whether he/she is able to apply marketing theories in new settings.

Calculation of the examination mark