Course Specifications
Valid as from the academic year 2019-2020

Marketing Communication (F710303)

Lecturers in academic year 2019-2020
Vermeir, Iris

Offered in the following programmes in 2019-2020
Master of Science in Teaching in Economics (main subject Business Administration) 6 A
Master of Science in Business Administration (main subject Commercial Management) 6 A
Exchange programme in Economics and Business Administration 6 A

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

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

(Approved)
Teaching methods
   Lecture, PDE tutorial, seminar: coached exercises

Learning materials and price
   Course slides, syllabus, cases, papers

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%