

Marketing (A000025)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size (nominal values; actual values may depend on programme)
Credits 3.0 Study time 90 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	seminar	5.0 h
			lecture: plenary	10.0 h
			exercises	
			lecture	30.0 h

Lecturers in academic year 2020-2021

Geuens, Maggie EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

Master of Arts in Multilingual Business Communication	crdts	offering
	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

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

- Philip Kotler en Gary Armstrong (2019). Marketing, de essentie (14e editie), Pearson Education Nederland, ISBN 9789043036535.
 - Teaching notes: <https://ufora.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

- J. Fahy, D. Jobber, (2019), Foundations of Marketing (6de ed.), McGrawHill.
- Svend Hollensen, Global Marketing, 7th edition, Pearson Education.

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.