

Marketing (D000013)

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 4.0 Study time 120 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	30.0 h
			lecture: plenary exercises	10.0 h

Lecturers in academic year 2020-2021

Geuens, Maggie EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Physical Education and Movement Sciences (main subject Physical Activity, Fitness and Health)	4	A
Master of Science in Movement and Sports Sciences (main subject Sports Policy and Sports Management)	4	A
Master of Science in Physical Education and Movement Sciences (main subject Sports Policy and Sports Management)	4	A
Master of Science in Physical Education and Movement Sciences (main subject Sports Training and Coaching)	4	A

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

- 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.