

Marketing Management (F000768)

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 6.0 Study time 180 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2020-2021

| A (semester 1) | Dutch | Gent | lecture | 30.0 h |
|----------------|-------|------|-------------------------|--------|
| | | | lecture: plenary | 10.0 h |
| | | | exercises | |
| | | | seminar | 5.0 h |
| | | | online lecture | 0.0 h |
| | | | online lecture: plenary | 0.0 h |
| | | | exercises | |
| | | | online seminar | 0.0 h |

Lecturers in academic year 2020-2021

Geuens, Maggie EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

| | crdts | offering |
|---|-------|----------|
| Bachelor of Arts in Oriental Languages and Cultures (main subject Arabic and Islamic Studies) | 6 | A |
| Bachelor of Arts in Oriental Languages and Cultures (main subject China (China Track)) | 6 | A |
| Bachelor of Arts in Oriental Languages and Cultures (main subject China (UGent Track)) | 6 | A |
| Bachelor of Arts in Oriental Languages and Cultures (main subject India) | 6 | A |
| Bachelor of Arts in Oriental Languages and Cultures (main subject Japan) | 6 | A |
| Bachelor of Arts in Art History, Musicology and Theatre Studies | 6 | A |
| Bachelor of Science in Sociology | 6 | A |
| Master of Science in Teaching in Science and Technology (main subject Chemistry) | 6 | A |
| Master of Science in Chemistry (main subject (Bio)Organic and Polymer Chemistry) | 6 | A |
| Master of Science in Chemistry (main subject Analytical and Environmental Chemistry) | 6 | A |
| Master of Arts in Oriental Languages and Cultures (main subject China) | 6 | A |
| Master of Arts in Oriental Languages and Cultures (main subject India) | 6 | A |
| Master of Arts in Oriental Languages and Cultures (main subject Japan) | 6 | A |
| Master of Science in Chemistry (main subject Materials and Nano Chemistry) | 6 | A |
| Master of Arts in Oriental Languages and Cultures (main subject Middle East Studies) | 6 | A |
| Master of Science in Biochemistry and Biotechnology | 6 | A |
| Master of Science in Biology | 6 | A |
| Master of Science in Chemistry | 6 | A |
| Master of Science in Physics and Astronomy | 6 | A |
| Master of Science in Geography | 6 | A |
| Master of Science in Geology | 6 | A |
| Master of Science in Geomatics and Surveying | 6 | A |
| Master of Science in Computer Science | 6 | A |

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|---|---|---|
| Master of Science in Nursing and Midwifery | 6 | A |
| Postgraduate programme in Innovation and Entrepreneurship in Engineering | 6 | A |
| Postgraduate programme in Innovation and Entrepreneurship in Engineering | 6 | A |
| Preparatory Course Master of Science in Complementary Studies in Business Economics (main subject Business Economics) | 6 | 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

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, seminar, lecture: plenary exercises, online lecture, online lecture: plenary exercises, online seminar

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 case studies, 60 EUR for the book (in case one wants to buy one, this is not compulsory)

References

- J. Fahy, D. Jobber, (2019), Foundations of Marketing (6de ed.), McGrawHill.
- Svend Hollensen (2017), 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