

Public Marketing and External Communication (F000832)

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 5.0 **Study time** 150 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
			guided self-study	7.5 h
			group work	7.5 h
			online lecture	0.0 h

Lecturers in academic year 2020-2021

Gelders, Dave 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 Sports Policy and Sports Management)	5	A
Master of Science in Public Administration and Management	5	A

Teaching languages

Dutch

Keywords

public marketing, communication policy, branding, crisis communication, social marketing

Position of the course

This option course focuses on the strategic function of marketing and communications by public administrations towards external stakeholders. It does *not* focus on ICT.

Contents

Public administration is always held responsible for what fails. Media and citizens expect a lot and focus on the flops. See, for example, the crisis management and the crisis communication about the Covid-19 virus in Belgium and abroad. How does public administration present itself, and which role plays communication? Are government communicators and business communicators facing similar challenges? What are the differences between public and commercial marketing? How should the government communicate about policies? In which manner do government campaigns influence citizens' knowledge, attitude and behaviour? How to communicate about crises? Such questions on public marketing, especially on the role of external communications, will be dealt with. Key issues: Specific characteristics, Branding and Crisis communication, Social marketing

Initial competences

Basic knowledge of at least one of the following sciences: public administration/policy science, management science, communication management / marketing.

Final competences

- 1 Explaining the role of marketing in government actions

- 2 Understanding the relationship and dynamics between public communications and public policies

- 3 Creating an evidence-based product in which you critically discuss an initiative of public communications
- 4 Arguing for solutions to branding problems
- 5 Informed assessment of cases and trends
- 6 A critical position towards the role of several actors such as cabinets, political parties, administrative entities

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

Guided self-study, group work, lecture, online lecture

Extra information on the teaching methods

More information available during the sessions and the Ufora course.

Learning materials and price

Publications (among which English texts), slides and illustrations will be provided by the electronic learning system. Course notes are a crucial part of the teaching and learning material. Cost dependent on printing method. Estimated: 10 EUR.

References

Besides the obligatory learning and study material, other literature will be recommended.

Course content-related study coaching

Coaching by the lectures, or by appointment.

Evaluation methods

end-of-term evaluation and continuous assessment

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

Assignment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is not possible

Extra information on the examination methods

Written final exam (14 points) + group assignments during the semester (6 points).
Final score: sum of final written exam + group assignments. Re-examination is only allowed for the written final exam. Unless otherwise provided, everything is part of the exam. During the sessions the lecturer clarifies in which manner the teaching and learning material should be studied.

Calculation of the examination mark

End-of-term evaluation 70%
permanent evaluation 30%