

## Marketing II (F000856)

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.

<b>Course size</b>	<i>(nominal values; actual values may depend on programme)</i>		
<b>Credits</b> 3.0	<b>Study time</b> 90 h	<b>Contact hrs</b>	30.0 h

### Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	lecture	15.0 h
			project	15.0 h
			online lecture	0.0 h

### Lecturers in academic year 2020-2021

Van Kerckhove, Anneleen	EB23	lecturer-in-charge
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### Offered in the following programmes in 2020-2021

	crdts	offering
<a href="#">Bachelor of Arts in African Languages and Cultures</a>	3	A
<a href="#">Bachelor of Arts in Moral Sciences</a>	3	A
<a href="#">Bachelor of Science in Economics</a>	3	A
<a href="#">Bachelor of Science in Business Economics</a>	3	A

### Teaching languages

Dutch

### Keywords

Marketing planning, strategic marketing plan, marketing

### Position of the course

This course teaches how to design a strategic marketing plan of a business that is based on an internal and external business analysis. Theory is learned by a real business case. The case study starts with a concrete marketing problem that needs to be translated in an appropriate strategy via a thorough analysis of the company and its environment. In the end, the strategy needs to be translated into the necessary tactical decisions and marketing goals.

### Contents

- Translating a marketing problem into a plan of analysis
- Executing the plan of analysis (internal and external analysis) and collecting and synthesizing relevant information by means of the following key analyses: general analysis of the environment, analysis of competition, customer analysis, market analysis, internal analysis.
- Performing a SWOT analysis and designing a confrontation matrix in order to define the marketing strategy (defining the target audience, the positioning of the company and strategic expectations of the marketing mix)
- Elaborating on the necessary tactical decisions and applying those decisions on the marketing mix

### Initial competences

- Basic knowledge of marketing and business administration
- Basic knowledge of accounting

### Final competences

- 1 Theoretical knowledge of the elements of a strategic marketing plan
- 2 Being able to elaborate on the different elements of a strategic marketing plan
- 3 Being able to collect relevant (scientific) information

- 4 Being able to assess the economic feasibility of marketing goals by quantification of marketing actions
- 5 Defining Key Performance Indicators that can be used for the monitoring and evaluation of the proposed marketing actions
- 6 Being able to think problem solving oriented and creatively
- 7 cooperate with teammates
- 8 Being able to report on a marketing strategy in writing

#### **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, project, online lecture

#### **Extra information on the teaching methods**

- Lectures (30%), seminar (50%), group work (20%)

#### **Learning materials and price**

- PowerPoint slides/knowledge clips
- business case

#### **References**

- Wood, M.B, De Berg, E. (2012). Het marketingplan, 4e editie. Pearson.
- Hooley, G., Piercy, N.F. Nicoulaud, B (2011). Marketing Strategy and Competitive Positioning, 5th Edition. Pearson. - Ferris, P.W., Bendle, N.T., Pfeifer, P.E., Reibstein, D.J. (2011). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 2/E. Pearson

#### **Course content-related study coaching**

- Fora and discussion groups on Ufora
- After lectures and 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**

Oral examination, assignment, peer assessment, report

#### **Possibilities of retake in case of permanent evaluation**

examination during the second examination period is possible in modified form

#### **Extra information on the examination methods**

permanent evaluation (70%)

#### **Calculation of the examination mark**

- 30% written exam, 70% non-periodic evaluation. Students need to pass both parts. The score of students who fail on one part, but mathematically succeeded (i.e., 10 or higher) will be reduced to a score of 9.