

Marketing in Practice (F000877)

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 30.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	English	Gent	project	17.5 h
			lecture	3.75 h
			seminar	8.75 h

Lecturers in academic year 2020-2021

Van Kerckhove, Anneleen EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Economics)	3	A
Master of Science in Business Economics (main subject Marketing)	3	A

Teaching languages

English

Keywords

Marketing, business project, presentations

Position of the course

Marketing in practice expands the knowledge acquired in the Master's program by completing a business project under conditions of increasing independence. In doing so, the application of marketing knowledge, the development of marketing skills, as well as reporting on and presenting insights are central. Students will also work in teams and will need to reflect critically. Students are also brought into contact with professionals.

Contents

The available business projects will vary every year. Each year, however, a range of different marketing themes will be offered, such as consumer behavior, market research, brand strategy (product and brand strategies), pricing, communication, sales channels, sales, etc. Students' performance will testify of adequate professional skills, attitudes, insights, and initiative. Afterwards, a discussion with the practitioners involved in the business project will take place. To become further acquainted with the professional field, a guest speaker will be invited to discuss a hot topic in marketing in practice. This lecture is followed by a network event with alumni.

Initial competences

Students should have the following credits:

- Bachelor courses in the field of Marketing.
- The student should have completed or be in the process of completing specialized marketing courses, including consumer behaviour, market research methods, business and international marketing, marketing communication, business development and strategic selling, and digital marketing.

Final competences

- Convert the knowledge and skills, acquired during their studies, into practice.
- Effectively interpret information.
- Draw informed conclusions to solve a problem.
- Adequately communicate insights to peers in a clear and structured way.
- Map complex issues or assignments.
- Master research methods and techniques.

- 7 Make recommendations in an informed and critical way.
- 8 Solve issues or assignments in a creative manner.
- 9 Show initiative.
- 10 Develop a critical attitude towards your learning process and that of others
- 11 Work in team to solve a problem

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, project, seminar

Learning materials and price

All courses from the bachelor Business Economics and the master Business Economics: Marketing
Documents on the internal Ufora platform.

References

Course content-related study coaching

It is possible to ask questions during the lectures. The project supervisor is also available for questions and feedback by appointment. A number of contact moments will also be prescheduled.

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Participation, assignment, peer assessment

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

participation: presence and active involvement during lectures and seminars
peer-evaluation: participation in the group work
work: group report and presentation.

Calculation of the examination mark

Facilities for Working Students

They need to be present during the first (introduction)lecture and to make further appointments with the lecturer.