

Marketing Management (F710227)

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 30.0 h

Course offerings and teaching methods in academic year 2020-2021

Offering	Language	Location	Teaching Method	Hours
A (semester 1)	Dutch	Gent	online lecture:	0.0 h
			response lecture	
B (semester 2)			guided self-study	10.0 h
			guided self-study	10.0 h
			online lecture:	0.0 h
			response lecture	

Lecturers in academic year 2020-2021

Lagasse, Leen EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

Programme	crdts	offering
Bachelor of Science in Business Administration	4	A
Linking Course Master of Science in Business Administration	4	B
Preparatory Course Master of Science in Business Administration	4	B

Teaching languages

Dutch

Keywords

Marketing

Position of the course

The marketing strategy of a commercial or non-profit organization is based on the attitude and the strive for the maximum gratification of direct but also indirect customers. This course aims to understand the importance of a systemized marketing strategy, to understand the building blocks, to understand the use of all these elements to identify and appoint current examples.

It is intended that the student learns how an organization's marketing policy tries to vote the needs of internal and external environment. In addition, the student learns to take into account the complexity of the buying behavior of the individual consumer who is influenced by the social environment and social context. Knowledge and understanding of the strategic marketing tools and models, critical synthesis and interpretation of key methods and techniques of the marketing domain are therefore needed. The student will learn about practical examples of how very different organizations, their marketing policy, with or without success, shape. The student also learns the marketing jargon. In addition, the student learns the variety of sources where a marketer to know information for the design of its marketing policy should take.

Contents

The marketing concept historically and conceptually. The marketing environment. Marketing Strategy. Buying Behavior. Market Segmentation. Product strategy. Pricing strategy. Distribution Strategy. Communication strategy.

Initial competences

General principles of Economics.

Final competences

Core competences

1) knowledge of the basic concepts, strategic marketing tools and models of marketing and ability to apply them in concrete examples. Include:

- ability to make a critical summary and interpretation of key concepts and methods from the marketing field
- ability to analyze, reflect critically and creatively the context in which the marketer wants to create or optimize an exchange
- ability to appoint the relevant data and to detect the judgments about a marketing problem

General competencies:

- 1) Understanding the scientific-disciplinary knowledge inherent to marketing management
- 2) Analytical ability: able to expand the opportunities of a product or brand to estimate based on the environmental factors, the marketing mix tools that marketers can use to support a product / brand.

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

Guided self-study, online lecture: response lecture

Extra information on the teaching methods

Blended learnin based on the handbook (3 credits). Weekly discussion forum + Zoom meeting.

Independent learning of a reading portfolio consisting of articles from experts with a broad vision of the future and the consequences on the exchange mechanism of goods and services (1stp). Three-weekly zomm meeting.

Learning materials and price

Handbook.
Scientific articles and digital learning materials. Slides.

References

L. Lagasse (2019). Marketing in Bewegung. OWL Press. 358p

Course content-related study coaching

Questions as possible during the discussion forum, by e-mail, or by appointment.
Sample exam available on the electronic learning environment plus extra test during 3 Zoom-meetingS.

Evaluation methods

end-of-term evaluation

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

Written examination with multiple choice questions

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

Written examination with multiple choice questions

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

Students can win a grant that gives them an extra point(= 1p on 20p) on the multiple choice exam. An extra point can be received for valuable input in the discussion forum (question, comment, extra input directly related to the lesson). A maximum of three students will receive an award each week. One student can receive several grants.

Calculation of the examination mark

The quotation on the MCE-exam,possibly increased by points from the grants.