

Marketing Communication (F710303)

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** 55.0 h

Course offerings and teaching methods in academic year 2020-2021

Offering	Language	Location	Teaching Method	Hours
A (semester 1)	English	Gent	online lecture	0.0 h
			online seminar: coached exercises	0.0 h
			seminar: coached exercises	10.0 h
			lecture	20.0 h
			PDE tutorial	25.0 h

Lecturers in academic year 2020-2021

Vermeir, Iris EB23 lecturer-in-charge

Offered in the following programmes in 2020-2021

Programme	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	6	A
Master of Science in Business Administration (main subject Commercial Management)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Marketing, communication, advertising, media

Position of the course

Every manager and private consumer is exposed to marketing communication. Marketing communication offers a comprehensive outline of the theories, methodologies and applications of marketing communications. All elements of the communications mix are presented.

Contents

- Possible topics of the lessons:
- Integrated communications
 - Branding
 - Communications objectives
 - Budgets
 - Communications mix
 - E-communication
 - Ethics in marketing communications
 - Sponsorship

Initial competences

basic knowledge of marketing management.

Final competences

- 1 Have an insight on the different aspects of the communication mix
- 2 Being able to set up correct marketing objectives
- 3 Being able to set up marketing strategies and tactics based on the communication

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, PDE tutorial, seminar: coached exercises, online lecture, online seminar: coached exercises

Learning materials and price

Course slides, syllabus, cases, papers

References

Course content-related study coaching

Evaluation methods

end-of-term evaluation and continuous assessment

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

Written examination with open questions, written examination with multiple choice questions

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

Written examination with open questions, written examination with multiple choice questions

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

Calculation of the examination mark

End-of-term evaluation 50%, permanent evaluation 50%