

Marketing Communication (F000698)

Course size *(nominal values; actual values may depend on programme)*

Credits 6.0

Study time 180 h

Course offerings and teaching methods in academic year 2024-2025

A (semester 1)

English

Gent

lecture

Lecturers in academic year 2024-2025

Roose, Gudrun

EB23

lecturer-in-charge

Vermeir, Iris

EB23

co-lecturer

Offered in the following programmes in 2024-2025

	crdts	offering
Master of Science in Teaching in Economics(main subject Business Economics)	6	A
Master of Science in Business Economics (main subject Accountancy)	6	A
Master of Science in Business Economics (Double Degree)(main subject Accountancy)	6	A
Master of Science in Complementary Studies in Business Economics(main subject Business Economics)	6	A
Master of Science in Business Economics (Double Degree)(main subject Corporate Finance)	6	A
Master of Science in Business Economics (main subject Corporate Finance)	6	A
Master of Science in Business Economics (Double Degree)(main subject Marketing)	6	A
Master of Science in Business Economics (main subject Marketing)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Marketing Communication

Position of the course

To carry over knowledge and skills with regard to one of the most important marketing mix instruments, i.e. marketing communications. To allow students to develop a good understanding of marketing communication models and how marketing communications can be implemented in marketing practice.

The course is being taught in the last 6 weeks of the first semester.

Contents

- Integrated communications
- Branding
- Communication models
- The instruments of marketing communication: advertising, brand activation, media, online communications
- Measurement of marketing communications effectiveness

Initial competences

Basic Marketing Knowledge.

Final competences

- 1 Develop a good understanding of marketing communication models
- 2 Integrate the instruments of marketing communications in marketing management.
- 3 Have insight into the various aspects of the communication mix

- 4 Develop marketing strategies and tactics based on various communication instruments

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

Extra information on the teaching methods

Lecturers of which the content is available via slides on Ufora and the course manual.

Guest lecturers (obliged presence in class) = exam content

Study material

Type: Handbook

Name: Marketing Communications, London: Pearson Education, 7th edition

Indicative price: € 36

Optional: no

Author : P. De Pelsmacker, M. Geuens, J. Van den Bergh

Type: Slides

Name: Slides, articles

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

References

Course content-related study coaching

Students can always ask the teacher for additional explanations or coaching.

Assessment moments

continuous assessment

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

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

Examination methods in case of permanent assessment

Written assessment with multiple-choice questions, Written assessment with open-ended questions, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Extra information on the examination methods

PE1: Written exam

PE2: Written exam

Calculation of the examination mark

PE1: Written exam (100%)

PE2: Written exam (100%)

Facilities for Working Students

Contact teacher.

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