

Marketing Fundamentals (F001011)

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

Credits 5.0

Study time 150 h

Course offerings in academic year 2024-2025

A (semester 2)

English

Gent

Lecturers in academic year 2024-2025

Verleye, Katrien

EB23

lecturer-in-charge

Callebaut, Timpe

EB23

co-lecturer

Larivière, Bart

EB23

co-lecturer

Offered in the following programmes in 2024-2025

[Bachelor of Science in Business Economics](#)

crdts

5

offering

A

[Bachelor of Science in Business Engineering](#)

5

A

[Bachelor of Science in Economics](#)

5

A

[Exchange programme in Economics and Business Administration](#)

5

A

[Preparatory Course Master of Science in Business Economics](#)

5

A

[Preparatory Course Master of Science in Business Engineering](#)

5

A

Teaching languages

English

Keywords

marketing management, marketing analysis, marketing strategy, marketing implementation, marketing mix, value co-creation, service marketing, digital marketing, transformative marketing, sustainable marketing

Position of the course

The students get acquainted with different aspects of marketing management, thereby paying specific attention to (1) basic marketing concepts and theories (cf. **traditional marketing**), (2) the role of service in different sectors (cf. **service marketing**), (3) the technologization/digitalization (cf. **digital marketing**), and (4) the societal challenges in the economic, social, and ecological sphere (cf. **transformative marketing**). This course also belongs to the sustainability learning line in the Business Economics programme.

Contents

Introduction to marketing management: value, value co-creation, marketing and its dynamic nature

Marketing analysis: customer context, market context, service context, technological context, societal and environmental context, analytical tools

Marketing strategy: segmentation, targeting, differentiation and positioning, customer centricity, customer experience management, customer engagement marketing, green marketing, social marketing, transformative marketing

Marketing Implementation: 4P's (product, place, price, promo), service marketing mix (4P's + people, process, physical), search engine optimization (SEO), SoLoMo (social, local, mobile) marketing, marketing automation and modelling

Marketing evaluation: customer lifetime value, customer engagement value, stakeholder well-being, data analytics, marketing ethics (incl. privacy)

Initial competences

none

Final competences

- 1 **understanding basic concepts, theories, and tools** of marketing as a process and its different stages, i.e., marketing analysis, marketing strategy, marketing implementation, and marketing evaluation.
- 2 **applying key concepts, theories, and tools** associated with marketing analysis, marketing strategy, marketing implementation, and marketing evaluation - whether or not with the help of digital information sources - to **new/real-life cases**
- 3 **critically reflect** - whether or not with the help of digital information sources - upon the marketing analysis, marketing strategy, marketing implementation, and marketing evaluation in new/real-life cases **from an economic, social, and ecological perspective**

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

Group work, Seminar, Lecture, Independent work

Extra information on the teaching methods

During (online) lectures, explanations of the concepts, theories and tools associated with different aspects of marketing management are alternated with illustrations and guest lectures from experts from business practice. Great emphasis is put on the structure and coherence of the different components of the course.

Additionally, students get the chance to apply concepts, theories and tools associated with different aspects of marketing management to new/real-life cases during workshops - whether or not online - and critically reflect upon the cases from an economic, social, and ecological perspective, by which they can - if desired - rely upon the use of digital information sources.

Study material

Type: Handbook

Name: Marketing: The Fundamentals

Indicative price: € 25

Optional: no

Language : English

Author : Sara Leroi-Werelds, Katrien Verleye, Arne De Keyser, Maggie Geuens, Klaas Verbeken, Bart Larivière

ISBN : 978-9-46467-450-7

Number of Pages : 232

Online Available : No

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : regularly

Usability and Lifetime after the Study Programme : occasionally

Type: Slides

Name: Online presentations lectures and seminars

Indicative price: Free or paid by faculty

Optional: no

Language : English

Number of Slides : 500

Available on Ufora : Yes

Online Available : No
Available in the Library : No
Available through Student Association : No
Additional information: Students can choose to print slides (not necessary), which implies an extra cost.

Type: Reader

Name: Online book chapters and articles from scientific journals
Indicative price: Free or paid by faculty
Optional: no
Language : English
Number of Pages : 200
Available on Ufora : Yes
Online Available : Yes
Available in the Library : No
Available through Student Association : No
Additional information: Students can choose to print online bookchapters and journal articles (not necessary), which comes with extra costs

References

Leroi-Werelds, S., Verleye, K., De Keyser, A., Geuens, M., Verbeken, K., & Larivière, B. (2023). *Marketing: the fundamentals*. ACCO.

Course content-related study coaching

During (online) workshops, students give feedback to one another and students also get feedback on assignments via rubrics in Ufora.
The teacher will provide sample exam questions throughout the course.

Assessment moments

end-of-term and continuous assessment

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

Written assessment

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

Written assessment

Examination methods in case of permanent assessment

Participation, 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

Written examination to test whether the student masters the basic concepts, theories and tools of marketing management, and whether he/she is able to apply the concepts, theories and tools in new settings (cf. final competence 1 to 2)

Participation and assignment are associated with the (online) workshops. The assignment allows to explore to what extent students are able to apply the concepts, theories and tools of marketing management to new/real-life cases (cf. final competence 2) and critically reflect upon these cases (cf. final competence 3).

Calculation of the examination mark

End-of-term evaluation 75%, permanent evaluation 25%
To pass a student needs to take part in all forms of evaluation - permanent and the end-of-term evaluation.
If the final score is a grade of ten or more out of twenty, this will be reduced to the highest failed grade (i.e. 9/20).