GHENT UNIVERSITY

Course Specifications

Valid as from the academic year 2026-2027

Marketing Management (F000768)

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 2026-2027

A (semester 1)	Dutch	Gent	lecture	
			seminar	
			independent work	0.0h

Lecturers in academic year 2026-2027

Geuens, Maggie	EB23	lecturer-in-charge

Offered in the following programmes in 2026-2027	**crdts**	**offering**
Bachelor of Science in Communication Science	6	A
Bachelor of Science in Sociology	6	A
Master of Science in Teaching in Science and Technology(main subject Chemistry)	6	A
Master of Science in Chemistry(main subject (Bio)Organic and Polymer Chemistry)	6	A
Master of Science in Chemistry(main subject Analytical and Environmental Chemistry)	6	A
Master of Science in Chemistry(main subject Materials and Nano Chemistry)	6	A
Master of Science in Biochemistry and Biotechnology	6	A
Master of Science in Biology	6	A
Master of Science in Computer Science	6	A
Master of Science in Geology	6	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Advanced	6	A
Postgraduate Programme in Innovation and Entrepreneurship in Engineering – Foundations	6	A
Preparatory Course Master of Science in Complementary Studies in Business Economics(main subject Business Economics)	6	A
Elective Set Business Economics	6	A

Teaching languages

Dutch

Keywords

Marketing analysis; marketing strategy; segmentation, targeting and positioning; marketing mix; evaluating the marketing activities; internationalisation@home; sustainability

Position of the course

The objective of this course is to establish a first and thorough acquaintance with the different aspects of marketing management. Attention will be paid to strategic as well as tactical aspects: which strategies can a company follow, and how can this strategy be translated in the right products and services, the right communication, the right price and the right distribution to excel on attractive markets? In addition, attention will be paid to conducting a thorough marketing analysis which is essential to make the right strategic and tactical choices.
This course includes elements of internationalisation@home (I@H); I@H refers to international and/or intercultural learning experiences gained at the home university.
This course also includes elements of sustainable marketing and sustainable consumer behavior.

Contents

- The marketing process and marketing management concepts
- Marketing analysis
- Organization and marketing strategy
- Market segmentation, targeting and positioning
- Product and brand management
- Price management
- Distribution management
- Marketing communications
- Evaluating the marketing activities

Initial competences

None

Final competences

1 Have a profound insight and knowledge of marketing theories, models and frameworks
2 Use marketing knowledge to critically analyze and evaluate complex marketing problems
3 Have an insight in the evolution and dynamics of the marketing domain
4 Translate a marketing strategy into professional commercial policy
5 Formulate a personal point of view and provide recommendations for complex marketing problems
6 Evaluate the societal and ethical consequences of marketing decisions.

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

Seminar, Lecture, Independent work

Extra information on the teaching methods

The instructor provides presentations in which concepts and illustrations complement each other on the various parts of the course. In addition, various case studies are individually or in group prepared and then discussed in class afterwards. The instructor places great emphasis on the structure and coherence of the material. Expert presentations from the business world are also provided as a supplement. They test the concepts against reality.
Class recordings subject to change (see FOER Art.47)

Study material

Type: Handbook

Name: Marketing: The Fundamentals
Indicative price: € 40
Optional: yes
Language : English
Author : Sara Leroi-Werelds, Katrien Verleye, Arne De Keyzer, Maggie Geuens, Klaas Verbeken, Bart Larivière
ISBN : 978-9-46467-450-7
Alternative : Philip Kotler en Gary Armstrong (2023). Marketing, de essentie (15e editie), Pearson Education Nederland, ISBN 9789043036528 (55 euro)
Online Available : Yes
Available in the Library : Yes
Available through Student Association : No
Usability and Lifetime within the Course Unit : regularly
Usability and Lifetime within the Study Programme : one-time
Usability and Lifetime after the Study Programme : occasionally
Additional information: Frequency of use depends from student to student. The book is not mandatory. Someone who takes enough note during class and can study well based only on slides does not need the book. Other students do find it useful to be able to read full text in a book. Also use of the book afterwards, depends on the nature of the free electives, nature of the master's thesis and later career path.

Type: Slides

Name: powerpoint slides of every class
Indicative price: Free or paid by faculty
Optional: no
Language : Dutch
Available on Ufora : Yes

Type: Other

Name: Case studies
Indicative price: € 20
Optional: no
Language : English
Available on Ufora : Yes
Online Available : No
Available in the Library : No
Available through Student Association : No
Usability and Lifetime within the Course Unit : one-time
Usability and Lifetime within the Study Programme : one-time
Usability and Lifetime after the Study Programme : not
Additional information: The case studies are used as exercises to bring the theory to life and to prepare students for potential questions during the exam. The specific cases will not be selected until August, so that the most up-to-date material can be used.

References

- Philip Kotler en Gary Armstrong (2025). Principes van Marketing, de essentie (9th edition), Pearson Education Nederland
- John Fahy, David Jobber, Svend Hollensen (2026), Foundations of Marketing (8th edition), McGraw Hill

Course content-related study coaching

Handouts are available from every class session. An assistant and the professor are available for content related questions.

Assessment moments

end-of-term and continuous assessment

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

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

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

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

Examination methods in case of permanent assessment

Peer and/or self assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is not possible

Extra information on the examination methods

Written exam consisting of a mix of open-ended and multiple choice questions. In case on-campus exams are not feasible, the exam can consist of multiple choice questions only.
Assignments refer to completing a learning path for some of the chapters consisting of reading, answering questions about, and/or reflecting about the chapter itself or an article, guest lecture or case study related to the respective chapters.
One of the components of the assignment involves group work, for which peer assessment will be used.

Calculation of the examination mark

The evaluation is based on the written exam during the exam period and completing the learning paths during the academic year. The grade on the completion of the learning paths counts for 2 points; the grade on the written exam for 18 of the 20 points.
Completing the learning pathway is not compulsory, but failure to do so will result in a mark of 0/2 for this part of the exam. For the part of the learning pathway consisting of a group assignment, peer assessment is used. Peer assessment

involves each group member assessing every other group member's contribution to the group assignment. Free-riding (a low score in the peer assessment) may have a negative impact on the mark awarded to the student(s) concerned for this component. The lecturer in charge retains ultimate responsibility for the final assessment.

Facilities for Working Students

Work students can contact the instructor in case the curriculum or case studies is/are unclear