

Public Marketing and External Communication (F000832)

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

Credits 5.0

Study time 150 h

Course offerings and teaching methods in academic year 2025-2026

A (semester 1)

Dutch

Gent

lecture

group work

independent work

Lecturers in academic year 2025-2026

Gelders, Dave

EB23

lecturer-in-charge

Offered in the following programmes in 2025-2026

[Master of Science in Public Administration and Management](#)

crdts

5

offering

A

Teaching languages

Dutch

Keywords

public marketing, communication policy, branding, crisis communication, social marketing

Position of the course

This option course focuses on the strategic function of marketing and communications by public administrations towards external stakeholders. It does *not* focus on ICT.

Contents

Public administration is always held responsible for what fails. Media and citizens expect a lot and focus on the flops. See, for example, the crisis management and the crisis communication about the Covid-19 virus in Belgium and abroad. How does public administration present itself, and which role plays communication? Are government communicators and business communicators facing similar challenges? What are the differences between public and commercial marketing? How should the government communicate about policies? In which manner do government campaigns influence citizens' knowledge, attitude and behavior? How to communicate about crises? Such introductory questions on public marketing, especially on the role of external communications, will be dealt with. Key issues: Specific characteristics, Branding and Crisis communication, Social marketing

Initial competences

Basic knowledge of at least one of the following sciences: public administration/policy science, management science, communication management / marketing.

Final competences

- 1 Explaining the role of marketing in government actions
- 2 Understanding the relationship and dynamics between public communications and public policies
- 3 Creating an evidence-based product in which you critically discuss an initiative of public communications
- 4 Arguing for solutions to branding problems

5 Informed assessment of cases and trends

6 A critical position towards the role of several actors such as cabinets, political parties, administrative entities

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

Group work, Lecture, Independent work

Extra information on the teaching methods

Active participation is mandatory in order to succeed for this course.

More information available during the sessions and the Ufora course.

Study material

Type: Slides

Name: Slides

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Available through Student Association : No

Additional information: Available via Ufora - students are asked to print out the slides before they come to class and are asked to write down their notes

Type: Reader

Name: Reader

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Available through Student Association : No

Additional information: A series of publications - noted down as obligatory/to study (in 'syllabus')

References

Besides the obligatory learning and study material, other literature will be recommended.

Course content-related study coaching

Coaching by the lectures, or by appointment.

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

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 final exam (15 points) + group assignment during the semester (5 points).

Final score: sum of final written exam + group assignment. Re-examination is allowed for the written final exam as well as for the group assignment (but in that case on an individual basis). Unless otherwise provided, everything is part of the

(Approved)

exam. During the sessions, the lecturer clarifies in which manner the teaching and learning material should be studied.

Calculation of the examination mark

End-of-term evaluation 75%
permanent evaluation 25%