

## 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 2026-2027**

A (semester 1)	Dutch	Gent	group work
			independent work
			lecture

**Lecturers in academic year 2026-2027**

Gelders, Dave	EB23	lecturer-in-charge
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**Offered in the following programmes in 2026-2027**

	<b>crdts</b>	<b>offering</b>
<a href="#">Master of Science in Health Care Management and Policy</a>	5	A
<a href="#">Master of Science in Public Administration and Management</a>	5	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 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%