

## Marketing I (F000854)

**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 2)	English	Gent	lecture
			independent work

**Lecturers in academic year 2025-2026**

**Offered in the following programmes in 2025-2026** **crdts** **offering**

**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

**Market analysis:** customer context, market context, service context, technological context, societal and environmental context, market analysis tools

**Marketing strategy:** segmentation, targeting, differentiation and positioning, customer centricity, customer experience management, customer engagement marketing, social marketing, green 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 the basic concepts, theories and tools** associated with market analysis, marketing strategy, marketing implementation, and marketing evaluation in **traditional marketing** (e.g., 4 P's, segmentation, targeting, customer life-time value)

- 2 **understanding the basic concepts, theories, and tools** associated with market analysis, marketing strategy, marketing implementation, and marketing evaluation in **service marketing** (e.g., service marketing mix, customer experience management, customer engagement value)
- 3 **understanding the basic concepts, theories, and tools** associated with market analysis, marketing strategy, marketing implementation, and marketing evaluation in **digital marketing** (e.g., technological/digital innovation, SEO, SoLoMo, influencer marketing)
- 4 **understanding the basic concepts, theories, and tools** associated with market analysis, marketing strategy, marketing implementation, and marketing evaluation in **transformative marketing** (e.g., stakeholder well-being, social marketing, green marketing, ethics in marketing)
- 5 **applying key concepts, theories, and tools** associated with market analysis, marketing strategy, marketing implementation, and marketing evaluation in traditional marketing, service marketing, digital marketing, and transformative marketing to **new/real-life cases**
- 6 **critically reflect** upon the market 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

Access to this course unit via an exam contract is unrestricted

#### 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 (cf. final competence 1 to 4). 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 (cf. final competence 5) and critically reflect upon the cases from an economic, social, and ecological perspective (cf. final competence 6).

#### Study material

None

#### References

Kotler, Keller, Robben & Geuens (2014). *A framework for marketing management*. Pearson Education.  
 Zeithaml, Bitner & Gremler (2018). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill Education.

#### 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 5)

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 5) and critically reflect upon these cases (cf. final competence 6).

**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.