

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.