

## Marketing II (F000856)

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

**Credits 3.0** **Study time 90 h**

**Course offerings in academic year 2025-2026**

**Lecturers in academic year 2025-2026**

Van Kerckhove, Anneleen

EB23

lecturer-in-charge

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

**crdts**

**offering**

### Teaching languages

English

### Keywords

Marketing planning, strategic marketing plan, marketing

### Position of the course

This course teaches how to design a strategic marketing plan of a business that is based on an internal and external business analysis. Theory is learned by a real business case. The case study starts with a concrete marketing problem that needs to be translated in an appropriate strategy via a thorough analysis of the company and its environment. In the end, the strategy needs to be translated into the necessary tactical decisions and marketing goals.

### Contents

- Translating a marketing problem into a plan of analysis
- Executing the plan of analysis (internal and external analysis) and collecting and synthesizing relevant information by means of the following key analyses: general analysis of the environment, analysis of competition, customer analysis, market analysis, internal analysis.
- Performing a SWOT analysis and designing a confrontation matrix in order to define the marketing strategy (defining the target audience, the positioning of the company and strategic expectations of the marketing mix)

### Initial competences

- Basic knowledge of marketing and business administration
- Basic knowledge of accounting

### Final competences

- 1 Theoretical knowledge of the elements of a strategic marketing plan
- 2 Elaborate on the different elements of a strategic marketing plan
- 3 Collect relevant (scientific) information
- 4 Being able to assess the economic feasibility of marketing goals by quantification of marketing actions
- 5 Being able to think problem solving oriented and creatively
- 6 cooperate with teammembers
- 7 Being able to report on a marketing strategy in writing
- 8 Considering the social context when developing a marketing plan.

### 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**

This course unit cannot be taken via an exam contract

**Teaching methods**

Group work, Seminar, Lecture

**Extra information on the teaching methods**

The lectures are partly online and partly on campus.

The project: in groups of 4 to 6 students will work on a strategic marketing plan. There are 7.5 hours during class to work on the assignment and during these hours feedback can be requested. The group is also expected to work on the assignment outside of class.

Deadlines and dates for feedback will be communicated through UFORA.

**Study material**

None

**References**

- Wood, M.B, De Berg, E. (2012). Het marketingplan, 4e editie. Pearson.
- Hooley, G., Piercy, N.F. Nicoulaud, B (2011). Marketing Strategy and Competitive Positioning, 5th Edition. Pearson.
- Ferris, P.W., Bendle, N.T., Pfeifer, P.E., Reibstein, D.J. (2011). Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, 2/E. Pearson

**Course content-related study coaching**

- Fora and discussion groups on Ufora
- After lectures and 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**

Participation, Peer and/or self 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**

permanent evaluation (50%)

**Calculation of the examination mark**

- 50% written exam, 50% non-periodic evaluation. Students need to pass both parts. The score of students who fail on one part, but mathematically succeeded (i.e., 10 or higher) will be reduced to a score of 9.