

Marketing in Practice (F000877)

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

Credits 3.0

Study time 90 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)

English

Gent

seminar

lecture

group work

Lecturers in academic year 2026-2027

Van Kerckhove, Anneleen

EB23

lecturer-in-charge

Devos, Evelyn

EB23

co-lecturer

Offered in the following programmes in 2026-2027

Master of Science in Teaching in Economics(main subject Business Economics)

3

A

Master of Science in Business Economics (Double Degree)(main subject Marketing)

3

A

Master of Science in Business Economics (main subject Marketing)

3

A

Teaching languages

English

Keywords

Marketing, business project, presentations

Position of the course

Marketing in practice aims to prepare students for a future job within Marketing. The students are actively brought into contact with the professional domain through various activities and they are exposed to current topics in marketing. Marketing in practice expands the knowledge acquired in the Master's program by completing projects under conditions of increasing independence. In doing so, the application of marketing knowledge, the development of marketing skills, as well as reporting on and presenting insights are central. Students will also work in teams and will need to reflect critically.

Contents

The business projects are defined annually, in function of current challenges facing the professional field. The students solve these challenges, relying on knowledge and skills acquired in the various bachelor and master courses. Students' performance will testify of adequate professional skills, attitudes, insights, and initiative. Afterwards, a discussion with the practitioners involved in the business project will take place. To become further acquainted with the professional field, a guest speaker will be invited to discuss a hot topic in marketing in practice. This lecture is followed by a network event with alumni.

Initial competences

Students should have the following credits:

a) Bachelor courses in the field of Marketing.

b) The student should have completed or be in the process of completing specialized marketing courses, including consumer behaviour, market research methods, business and international marketing, marketing communication, business development and strategic selling, and digital marketing.

Final competences

- 1 Convert the knowledge and skills, acquired during their studies, into practice.
- 2 Effectively interpret information.
- 3 Draw informed conclusions to solve a problem.
- 4 Adequately communicate insights to peers in a clear and structured way.
- 5 Map complex issues or assignments.
- 6 Master research methods and techniques.
- 7 Make recommendations in an informed and critical way.
- 8 Solve issues or assignments in a creative manner.
- 9 Show initiative.
- 10 Develop a critical attitude towards your learning process and that of others
- 11 Work in team to solve a problem

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, Seminar, Lecture

Study material

Type: Slides

Name: Slides guest speakers

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Available in the Library : No

Available through Student Association : No

References

Course content-related study coaching

It is possible to ask questions during the lectures. The project supervisor is also available for questions and feedback by appointment. A number of contact moments will also be prescheduled.

Assessment moments

continuous assessment

Examination methods in case of periodic assessment during the first examination period

Examination methods in case of periodic assessment during the second examination period

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

This course includes 100% continuous assessment. During the lectures and seminars, your participation, presence, preparation and reflection, and active involvement will be evaluated. The score of the group work will be corrected by peer-evaluation where the lecturer retains the final responsibility of the final evaluation. work: group report and presentation.

Calculation of the examination mark

Participation: presence, active involvement during lectures and seminars, preparation and reflection (25%)
Groupwork and PA (75%)

Facilities for Working Students

They need to be present during the first (introduction)lecture and to make further appointments with the lecturer.

