

Marketing Management (F710227)

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

Credits 4.0

Study time 120 h

Course offerings and teaching methods in academic year 2025-2026

A (semester 1)	Dutch	Gent	independent work lecture
B (semester 2)	Dutch	Gent	lecture independent work

Lecturers in academic year 2025-2026

Verbeken, Klaas	EB23	lecturer-in-charge
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Offered in the following programmes in 2025-2026

	crdts	offering
Bachelor of Science in Business Administration	4	A
Linking Course Master of Science in Business Administration	4	B
Preparatory Course Master of Science in Business Administration	4	B

Teaching languages

Dutch

Keywords

Marketing, sustainability, SDG's, sustainable marketing, CSR, SRM

Position of the course

The marketing strategy of a commercial or non-profit organization is based on the attitude and the strive for the maximum gratification of direct but also indirect customers. This course aims to understand the importance of a systemized marketing strategy, to understand the building blocks, to understand the use of all these elements to identify and appoint current examples.

It is intended that the student learns how an organization's marketing policy tries to vote the needs of internal and external environment. In addition, the student learns to take into account the complexity of the buying behavior of the individual consumer who is influenced by the social environment and social context.

Knowledge and understanding of the strategic marketing tools and models, critical synthesis and interpretation of key methods and techniques of the marketing domain are therefore needed. The student will learn about practical examples of how very different organizations, their marketing policy, with or without success, shape. The student also learns the marketing jargon. In addition, the student learns the variety of sources where a marketer to know information for the design of its marketing policy should take.

In this course, sustainability topics such as Socially Responsible Marketing (SRM) and Corporate Social Responsibility (CSR) are addressed.

Contents

The marketing concept historically and conceptually. The marketing environment. Marketing Strategy. Buying Behavior. Market Segmentation. Product strategy. Pricing strategy. Distribution Strategy. Communication strategy.

Initial competences

General principles of Economics.

Final competences

1 Core competences

1) knowledge of the basic concepts, strategic marketing tools and models of marketing and ability to apply them in concrete examples. Include:

- ability to make a critical summary and interpretation of key concepts and methods from the marketing field
- ability to analyze, reflect critically and creatively the context in which the marketer wants to create or optimize an exchange
- ability to appoint the relevant data and to detect the judgments about a marketing problem

General competencies:

1) Understanding the scientific-disciplinary knowledge inherent to marketing management

2) Analytical ability: able to expand the opportunities of a product or brand to estimate based on the environmental factors, the marketing mix tools that marketers can use to support a product / brand.

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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

Lecture, Independent work

Extra information on the teaching methods

Blended learning based on the handbook (3 credits). Weekly discussion forum

Independent learning of a reading portfolio consisting of articles from experts with a broad vision of the future and the consequences on the exchange mechanism of goods and services (1stp).

Study material

Type: Handbook

Name: Marketing : the fundamentals

Indicative price: € 29

Optional: no

Language : English

Author : Sara Leroi-Werelds, Katrien Verleye (UGent) , Arne De Keyser, Maggie Geuens (UGent) , Klaas Verbeken (UGent) and Bart Larivière (UGent)

ISBN : 978-9-46467-450-7

Number of Pages : 232

Oldest Usable Edition : 2023

Online Available : Yes

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : one-time

Usability and Lifetime after the Study Programme : occasionally

Additional information: This comprehensive guide hones in on marketing's pivotal role in creating value for customers and other stakeholders. It navigates through the stages of (1) marketing analysis, (2) strategy development, (3) implementation of the marketing strategy via the marketing mix, and (4) marketing evaluation using established key performance indicators.

References

Course content-related study coaching

Questions as possible during the discussion forum, by e-mail, or by appointment.
Sample exam available on the electronic learning environment.

Assessment moments

end-of-term assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

Students can win a grant that gives them an extra point(= 1p on 20p) on the multiple choice exam. An extra point can be received for valuable input in the discussion forum (question, comment, extra input directly related to the lesson). A maximum of three students will receive an award each week. One student can receive several grants.

Calculation of the examination mark

The quotation on the MCE-exam, possibly increased by points from the grants.