



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.