

## Marketing Communication (F710303)

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

**Credits 6.0**

**Study time 180 h**

### Course offerings and teaching methods in academic year 2025-2026

A (semester 1)	English	Gent	lecture	
			seminar	0.0h
			independent work	

### Lecturers in academic year 2025-2026

Vermeir, Iris	EB23	lecturer-in-charge
De Temmerman, Joyce	EB23	co-lecturer
Roose, Gudrun	EB23	co-lecturer

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

	crdts	offering
Master of Science in Teaching in Economics(main subject Business Administration)	6	A
Master of Science in Business Administration(main subject Commercial Management)	6	A
Exchange programme in Economics and Business Administration	6	A

### Teaching languages

English

### Keywords

Marketing, communication, advertising, media

### Position of the course

To carry over knowledge and skills with regard to marketing communications. To allow students to develop a good understanding of marketing communication models and how marketing communications can be implemented in marketing practice.

### Contents

Topics of the lessons:

- Integrated communications
- Communications objectives
- Communications mix
- Digital communication
- Ethics in marketing communications

Other possible topics are branding, sponsorship, direct marketing, budgets, ...

### Initial competences

basic knowledge of marketing management.

### Final competences

- 1 Have an insight on the different aspects of the communication mix
- 2 Being able to set up appropriate marketing communication objectives
- 3 Being able to set up marketing communication strategies and tactics
- 4 Work in team on a business case
- 5 Being able to present acquired insights
- 6 Appropriately dealing with external clients

### 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**

Seminar, Lecture, Independent work

### **Extra information on the teaching methods**

Lecturers of which the content is available via slides on Ufora and the recommended manual. Guest lecturers (obliged presence in class). For more information about the individual assignment see Ufora.

### **Study material**

Type: Handbook

Name: Marketing Communications A European Perspective 8th edition

Indicative price: € 65

Optional: yes

Language : English

Author : Patrick De Pelsmacker, Maggie Geuens, Jouri Van Den Berg, Gudrun Roose

Online Available : No

Available in the Library : Yes

Available through Student Association : Yes

Usability and Lifetime within the Course Unit : regularly

Usability and Lifetime within the Study Programme : one-time

Usability and Lifetime after the Study Programme : occasionally

### **References**

### **Course content-related study coaching**

Students can always ask the teacher for additional explanations or coaching.

### **Assessment moments**

end-of-term and continuous 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**

Presentation, 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

### **Calculation of the examination mark**

50% exam; 50% group assignment

You need to pass for each of the two components separately. If the sum of both parts is greater or equal to 10/20, the total score is converted to the highest failed score (i.e., 9/20).