

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 2026-2027

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

Lecturers in academic year 2026-2027

Vermeir, Iris	EB23	lecturer-in-charge
Roose, Gudrun	EB23	co-lecturer

Offered in the following programmes in 2026-2027

	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 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: no

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).