

Course Specifications

Valid as from the academic year 2017-2018

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

Credits 5.0 Study time 150 h Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 2)	English	guided self-study	15.0 h
		lecture	30.0 h

Lecturers in academic year 2020-2021

Van den Poel, Dirk	EB23	lecturer-in-charge
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Offered in the following programmes in 2020-2021

	crdts	offering
Bachelor of Arts in African Languages and Cultures	5	A
Bachelor of Arts in Moral Sciences	5	A
Bachelor of Science in Economics	5	A
Bachelor of Science in Business Engineering	5	A
Bachelor of Science in Business Economics	5	A
Exchange programme in Economics and Business Administration	5	A
Preparatory Course Master of Science in Complementary Studies in Economics	5	A
Preparatory Course Master of Science in Business Economics	5	A
Preparatory Course Master of Science in Business Engineering	5	A
Preparatory Course Master of Science in Business Economics	5	A

Teaching languages

English

Keywords

marketing mix, marketing management, marketing communications, segmentation

Position of the course

The students get acquainted with different aspects of marketing management.

Contents

- Introduction to Marketing
- Consumer Behavior
- Marketing models
- Market Segmentation
- Product Management
- New Products
- Distribution Management
- Price Management
- Introduction to Marketing Communication
- Sales Management
- Direct Marketing
- Marketing and internet

Initial competences

none

Final competences

- 1 understanding the basic concepts/vocabulary in marketing (e.g., 4 P's, 4 C's, production concept, product concept, sales concept, marketing concept, desintermediation, user-generated content: UGC).

- 2 understanding relationships among marketing decision variables (e.g., interdependencies of 4 P's)
- 3 applying existing theory to new cases (e.g. Theory of Reasoned Action, Theory of Planned Behavior, Howard-Sheth model of consumer behavior, Attribution theory, cognitive dissonance, opponent-process theory, OSL (optimal stimulation level) theory, attribution theory, Weber's law, balance theory, social judgment theory)
- 4 calculating customer life-time value
- 5 understanding the impact of environmental factors on marketing decisions
- 6 marketing is inherently multidisciplinary. The student should be able to understand the contributions of diverse scientific domains (e.g., sociology, psychology, economy, mathematics, ...) to the marketing domain.

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

Guided self-study, lecture

Extra information on the teaching methods

In the classes with concepts and illustrations, covering the various parts of the course, are dealt with.

The emphasis is on the structure and coherence of the course

Learning materials and price

- Syllabus
- Lecture notes (transparencies/slides) & additions

Cost: 15 EUR

References

Kotler, Keller, Robben & Geuens (2014), A framework for marketing management, Pearson Education.

Course content-related study coaching

The teacher will provide sample exam questions throughout the course.

Evaluation methods

end-of-term evaluation

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

Written examination

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

Written examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation

not applicable

Extra information on the examination methods

Written examination during which we test whether the student has mastered the basic concepts/terminology of marketing, and whether he/she is able to apply marketing theories in new settings.

Calculation of the examination mark