Course: Smart Marketing — credits: 5

Course code	CIVB22SMM
Name	Smart Marketing
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	O. Baart
Modes of delivery	Tutorial
Assessments	Smart Marketing - Other assessment

Learning outcomes

Learning Outcomes

After completing this course the student is able to:

- understand the relationship between business goals and campaign marketing goals
- develop campaign marketing goals
- identify metric and KPI selection options within different marketing channels and relate these to campaign marketing goals
- analyse marketing impact using tools such as Google Analytics

Content

Content

In this course, you deepen your understanding of marketing goals and their implications for campaign planning and evaluation. You will learn to:

- connect business objectives with specific marketing campaign goals
- select appropriate KPIs and metrics for different marketing channels
- measure marketing impact through practical analytics tools, including Google Analytics
- apply goal-setting, monitoring, and evaluation techniques to real-life marketing scenarios

The course emphasizes hands-on application to ensure you can integrate campaign goals with business strategy and assess marketing performance effectively.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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