Course: Fundamentals of Marketing — credits: 5

Course code	CIVP26FOM
Name	Fundamentals of Marketing
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	O. Baart
Modes of delivery	Lecture
Assessments	Fundamentals of Marketing - Computer, organised by STAD examinations

Learning outcomes

Learning Outcomes

LOL1: Setting the Direction The Marketing Management (MM) professional identifies new opportunities for sustainable competitive advantage in national and international markets and, based on this analysis, determines the commercial direction of a product, service, brand, or organisation.

Level 1: The beginning Marketing Management (MM) professional prepares simple short- or medium-term marketing plans for a product, service, brand, or organisation. The student applies basic marketing and organisational theory and uses insights from the internal and external environment of the organisation. The student explains the choices made and supports these with simple calculations of possible outcomes.

Content

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This course introduces you to the field of marketing. It is based on the textbook Principles of Marketing by Kotler and focuses on the key concepts that form the foundation of the Marketing Management programme. You will learn how markets function, how customers think and behave, and how organisations create value through segmentation, targeting, positioning, and the marketing mix.

The course connects theory with practice by using real-life examples. These examples show how marketing decisions are made in dynamic and global environments. By the end of the course, you will understand core marketing concepts and how they are applied in practice.

These fundamental concepts will be revisited in later courses, where you will further develop, deepen, and apply them at a more advanced level.

Literature/study materials

See Brightspace or intranet.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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