

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