

5.0 credits	30.0 h + 15.0 h	2q
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Teacher(s) :	de Moerloose Chantal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>The course has three main components:</p> <p>Part 1: Introduction</p> <p>The development of marketing, client motivation, the buying process, marketing information systems</p> <p>Part 2 : strategic marketing</p> <p>market segment analysis, market appeal analysis, competition analysis, balancing a portfolio of products, choosing a strategy, new product development</p> <p>Part 3 : Operational marketing:</p> <p>The product, distribution, price, communication</p>
Aims :	<p>This course has a number of objectives</p> <p>a) to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management.</p> <p>b) To apply the marketing way of thinking and its associated concepts and methods to concrete management situations.</p> <p>c) to develop students' decision-making capabilities (and organisation of group work) through a computer simulation (Markstrat).</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Cycle and year of study :	<p>> Bachelor in Business Engineering</p> <p>> Master [120] in History</p>
Faculty or entity in charge:	ESPO