

5.0 credits

30.0 h

Teacher(s) :	de Moerloose Chantal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<ol style="list-style-type: none"> 1. Marketing in corporate and society 2. New challenges for marketing 3. Understanding customer's needs 4. Analyzing customer's response process 5. The marketing information system (MIS) 6. Analyzing customer needs through segmentation 7. Analyzing market's attractiveness 8. Analyzing competitiveness on segments 9. Targeting and positioning 10. Marketing strategic choices 11. New products
Aims :	<ol style="list-style-type: none"> a) To understand basic marketing concepts, marketing reasoning and tools in marketing management. b) To apply the marketing reasoning, concepts et methods in actual marketing cases (cases, exercices, articles) c) To develop decisional ability (and group management) in a marketing simulation game. <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>
Content :	<p>Content</p> <p>The course is based on the 3 first parts (11 chapters) of the below-referenced textbook LAMBIN et al. (2008): (I) The new role of the marketing, (II) The customer's behavior and (III) The strategic marketing.</p> <p>Teaching methods</p> <ol style="list-style-type: none"> a) The theoretical course is given two hours weekly. Some theoretical concepts are illustrated by case studies and external speaker conferences. During the courses, some exercises and case studies are also proposed; they are sometimes solved during the course. b) A market simulation game (Markstrat) played in groups, integrates concepts and application. Two to four hours a week must be forecasted for this work in group.
Other infos :	<p>Pre-requisite: basic mathematics and statistics knowledge (logarithm, derives, standard-deviation), and basic concepts in economy (demand/supply law, elasticity) are required before starting this course.</p> <p>Assessment methods: Individual, written exam verifying theoretical knowledge of concepts and ability to apply them (cases, articles) (70%) and oral group presentation of the simulation games (Markstrat) (30%). All of them are in French.</p> <p>Reference: LAMBIN J.J., de MOERLOOSE Ch. (2008) Le Marketing Stratégique. Septième Edition. Dunod. http://www.dunod.com/pages/ouvrages/ficheouvrage.asp?id=9782100521371</p> <p>Additional support: Additionally to the exercises proposed at the end of each chapter in the referenced textbook, some exercises and cases studies are given to the students on iCampus</p>
Cycle and year of study :	<p>> Master [120] in Political Sciences: General</p> <p>> Master [60] in Management</p>
Faculty or entity in charge:	CLSM