

5.0 credits	30.0 h	This biannual course is taught on years 2010-2011, 2012-2013, ...

Teacher(s) :	Robiéfroid Jean-Pascal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Aims :	<p>a) To understand basic marketing concepts, marketing reasoning and tools in marketing management.</p> <p>b) To apply the marketing reasoning, concepts et methods in actual marketing cases (cases, exrcices, articles)</p> <p>c) Develop decisional ability (and group management) in a marketing simulation game.</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>
Content :	<p>Content</p> <p>The course is based on</p> <p>LAMBIN J.J. et al. (2005) Le Marketing Stratégique. Sixième Edition. Dunod</p> <p>Part I. The role of marketing in the economy</p> <p>1. Marketing in the economy and in the society. 2. Market driven Management in a discontinuous context</p> <p>Part II. Understanding customer behavior</p> <p>3. Customer behaviour analysis 4. Customer response behaviour 5. Marketing Information System</p> <p>Part III. Strategic marketing</p> <p>6. Needs and wishes through segmentation 7. Attractiveness analysis 8. Competitiveness analysis. 9. Setting up the marketing strategy 10. Marketing plan</p> <p>Part IV</p> <p>11. Product decision process 12. Prices decision process 13. Distribution decision process 14. Communication decision process</p> <p>Methods</p> <p>The course is given weekly.</p>
Other infos :	<p>Evaluation : Class participation and oral examination, in French or English</p> <p>Support : Slides</p> <p>References : Provided during the class</p>
Cycle and year of study :	> Master [60] in Management (shift schedule)
Faculty or entity in charge:	CLSM