

5.0 credits	30.0 h	1q
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Teacher(s) :	Lambert Nicolas (compensates Schuiling Isabelle) ; Schuiling Isabelle ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	<p>Students must apply their know-how by taking concrete decisions et justifying them. They will write a coherent marketing plan showing their strategic decisions, their justification and their operational decisions as well as their control. A corporate game is forecasted.</p> <p>Themes :</p> <p>Analysis, strategic choice, operational decision, planification, control</p>
Aims :	<p>After a " basic marketing course " based on concept understanding and market situation analysis competences, students must be able to develop their decision-taking ability and to evaluate the risk taken.</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>Summary</p> <p>" Summary and content " see " scope " above and " methods " see " methods " below</p> <p>Content</p> <p>See "scope" above</p> <p>Methods</p> <p>In-class activities</p> <ul style="list-style-type: none"> - Lectures - Exercices/PT - Problem based learning - role playing/simulation <p>At home activities</p> <ul style="list-style-type: none"> - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work - Students presentation
Other infos :	<p>Prerequisites Basic Marketing</p> <p>Evaluation : Examination and team presentation</p> <p>Support : Textbook recommended and slides & cases provided through iCampus</p> <p>References : Provided during the class</p> <p>Pedagogic team : Professor's weekly open door</p> <p>Other : -</p> <p>Corporate features</p> <ul style="list-style-type: none"> - conference - case study <p>Techniques and tools for teaching and learning</p> <ul style="list-style-type: none"> - IT tools - simulation
Cycle and year of study :	<p>> Master [120] in Management</p> <p>> Master 120 of arts in Business engineering</p> <p>> Master 120 in Management</p> <p>> Master [120] in Business Engineering</p> <p>> Master [120] in Statistics: General</p>

Faculty or entity in charge:	CLSM
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