LLSMS2002

2013-2014

International Marketing (in French)

5.0 credits	30.0 h	1q

Teacher(s) :	Schuiling Isabelle ; Lambert Nicolas (compensates Schuiling Isabelle) ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	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. Themes : Analysis, strategic choice, operational decision, planification, control
Aims :	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. *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".*
Content :	Summary " Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Exercices/PT - Problem based learning - role playing/simulation At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work - Students presentation
Other infos :	Prerequisites Basic Marketing Evaluation : Examination and team presentation Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Corporate features - conference - case study Techniques and tools for teaching and learning - IT tools - simulation
Cycle and year of study :	> Master [120] in Business engineering > Master [120] in Management > Master [120] in Management > Master [120] in Business Engineering

Faculty or entity in charge:	CLSM