

5.0 credits

30.0 h

Teacher(s) :	Du Bois De Bounam Patrick ; Lambert Nicolas ;
Language :	Français
Place of the course	Mons
Prerequisites :	/
Main themes :	' The role of marketing in the economy and in business; ' Basic concepts of the analysis of demand: levels of demand and types of market share, product life cycle, competitiveness (levels of competition, relationship between competitive structure and life cycle: product-market portfolio and competitive systems), potential market size, segmentation; ' Introduction to operational marketing: product/service decision, distribution decision, price decision, advertising decision.
Aims :	On completion of this course students will have mastered the basic concepts of strategic marketing and will be familiar with the various aspects of operational marketing. <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>
Evaluation methods :	Written examination
Teaching methods :	-- Lectures -- Case studies
Bibliography :	KOTLER P., DUBOIS B., MANCEAU D. (2003), Marketing Management, 11th ed., Pearson Education. LAMBIN J.J., CHUMPITAZ R. (2001), Le marketing stratégique et opérationnel, Diffusion universitaire CIACO, LLN.
Cycle and year of study :	> Master [60] in Management (shift schedule) > Preparatory year for Master in Management (shift schedule) > Master [120] in Management (shift schedule)
Faculty or entity in charge:	BLSM