

4.0 credits	30.0 h + 15.0 h	1q
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Teacher(s) :	Kervyn de Meerendré Nicolas ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Part 1: The role of marketing in a company Part 2: Strategic marketing - The analysis of buyers' behaviour - Segmentation and selection of target markets - attractiveness analysis - competition analysis - Positioning - choice of development strategies
Aims :	This course is intended to teach students: - the basic concepts of marketing in the field of marketing management. - How to apply marketing analysis in concrete management situations and to a range of sectors of activity <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>
Content :	What the introductory course in marketing will bring the students to understand how a direction marketing allows the company being more efficient in the design and the marketing of its products. The course will put more emphasis on the strategic marketing than on the operational marketing. The strategic marketing will address the themes of the analysis of needs and behavior of consumers, the segmentation, analysis d'attractivité and competitiveness of markets, of targeting and positioning of the product. The operational marketing will cover the concepts of product, brand, price, distribution and communication. Some exercises will be discussed during and will require an active presence of students.
Other infos :	Reference book: Lambin J.J., Chumpitaz R., de Moerloose Ch. (2005), Marketing stratégique et opérationnel, 6e ed., Dunod Syllabus available at DUC
Cycle and year of study :	> Master [120] in Agricultural Bioengineering > Bachelor in Ancient and Modern Languages and Literatures > Bachelor in Information and Communication > Bachelor in Philosophy > Bachelor in Pharmacy > Bachelor in Ancient languages and Literatures : Classics > Bachelor in Modern Languages and Literatures: German, Dutch and English > Bachelor in French and Romance Languages and Literatures : General > Bachelor in Motor skills : General > Bachelor in Human and Social Sciences > Bachelor in Modern Languages and Literatures : General > Bachelor in Sociology and Anthropology > Bachelor in Political Sciences: General > Bachelor in History of Art and Archaeology : General > Bachelor in Ancient Languages and Literatures: Oriental Studies > Bachelor in Mathematics > Bachelor in History > Bachelor in Biomedicine > Bachelor in Engineering > Bachelor in religious studies > Preparatory year for Master in Management > Bachelor in Computer Science > Preparatory year for Master in Human Resources Management > Bachelor in Economics and Management
Faculty or entity in charge:	ESPO