

5.0 credits

30.0 h

2q

Teacher(s) :	Swaen Valérie ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	Students will apply the concepts of marketing audit, segmentation and positioning. They will translate these strategic choices in the development of the marketing mix. Cases studies as well as a computer game will be proposed to the students.
Aims :	The objective of this course is to get a deep understanding of the strategic and operational marketing concepts covered in the first basic marketing course. Students will have to apply these different concepts in the development of business cases in varied market sectors. They will be able at the end of the course to develop on their own a full strategic and operational marketing plan of a brand. <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 :	<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> <p>X Lectures</p> <p>X Exercices/PT</p> <p>X Problem based learning</p> <p>X role playing/simulation</p> <p>At home activities</p> <p>X Readings to prepare the lecture</p> <p>X Exercices to prepare the lecture</p> <p>X Paper work</p> <p>X Students presentation</p>
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> <p>X conference</p> <p>X case study</p> <p>X corporate guest</p> <p>Techniques and tools for teaching and learning</p> <p>X IT tools</p> <p>X simulation</p>
Cycle and year of study :	> Master [120] in Management > Master [120] in Management > Master [120] in Business Engineering > Master [120] in Business engineering
Faculty or entity in charge:	CLSM