LLSMG2002

2015-2016

Marketing

5.0 credits	30.0 h	1q

Teacher(s) :	de Moerloose Chantal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	1. Marketing in corporate and society 2. New challenges for marketing 3. Understanding customer s needs 4. Analyzing customer s response process 5. The marketing information system (MIS) 6. Analyzing customer needs through segmentation 7. Analyzing market s attractiveness 8. Analyzing competitiveness on segments 9. Targeting and positioning 10. Marketing strategic choices 11. New products
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1.1. 'Look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 3. A scientific and pragmatic approach 3.1. Conduct an analytical reasoning ' 3.3.Consider problems using a pragmatic approach , ' 3.4. Perceptively synthesize 'diagnosis ' 3.5.Produce implementable solutions' 5. Work in intedisciplinary environment 5.1.Understand the inner workings of an organization ' 6. Teamwork 6.1. Work in a team and integrate... 7.Apply management topics to its business 7.3. Disseminate rigorous management approach ' 8. Listening and Communication 8.2. Express a clear and structured message' At the end of this course, the student will be able to: -- - a) Mastering theoretical concepts and marketing analysis tools- b) Developing the habit of reading the economic news and listening to lectures in light of conceptual learning (case studies from the mainstream press) - c) Developing marketing thinking, using marketing reasoning and tools in a concrete market situation (case studies and business simulation) - d) Developing the decision ability, using marketing reasoning and tools in a concrete market situation (business simulation)- e) Being able to work in team and to consider interpersonal discrepancies (teamwork) *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 :	Content The course is based on the 3 first parts (11 chapters) of the below-referenced textbook LAMBIN et al. (2008): (I) The new role of the marketing, (II) The customer s behavior and (III) The strategic marketing. Teaching methods a) The theoretical course is given two hours weekly. Some theoretical concepts are illustrated by case studies and external speaker conferences. During the courses, some exercises and case studies are also proposed; they are sometimes solved during the course. b) A market simulation game (Markstrat) played in groups, integrates concepts and application. Two to four hours a week must be forecasted for this work in group.
Bibliography :	: No TEXTBOOK. . No Slides. . BOOK : Lambin, J.J., de Moerloose, Ch. (2012). Le Marketing Stratégique et Opérationnel, Dunod compulsory . No reading file. Supports available on line are on ICAMPUS.
Other infos :	Pre-requisite: basic mathematics and statistics knowledge (logarithm, derivates, standard-deviation'), and basic concepts in economy (demand/supply law, elasticity ') are required before starting this course. Assessment methods: Individual, written exam verifying theoretical knowledge of concepts and ability to apply them (cases, articles') (70%) and oral group presentation of the simulation games (Markstrat) (30%). All of them are in French. Reference: LAMBIN J.J., de MOERLOOSE Ch. (2008) Le Marketing Stratégique. Septième Edition. Dunod. http://www.dunod.com/pages/ouvrages/ficheouvrage.asp?id=9782100521371

Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [60] in Management	GEST2M1	5	-	