UCL Université catholique de Louvain

LLSMG2052

2015-2016

Marketing

5.0 credits	30.0 h	1q	This biannual course is taught on years 2014-2015, 2016-2017, ...

Teacher(s) :	Robiéfroid Jean-Pascal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Prerequisites :	Introduction to political economy and accounting
Main themes :	a) To be familiarised with the basic marketing concepts, and the analysis Tools in the marketing management. b) To develop the marketing way of thinkink. c) To be able to apply this way of thinking and marketing methods into actual management situations. d) i- Analysis of the demand (needs, products, buying behaviour, buying process, ii- Startegic marketing (segementation, attractiveness, product life cycle, competitiveness).
Aims :	Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO: -- 1. Corporate citizenship 1.1. 'Look critically ' 1.2.Decide and act by incorporating ethical and humanistic values ,' 1.3. Decide and act responsibly ' 2. Combine knowledge 2.1. Master a core knowledge.. 2.3. Articulate the acquired knowledge from different areas of management 2.4. Articulate management knowledge with other areas ' 2.5. Articulate and apply the acquired knowledge ' 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 ' 5. Work in intedisciplinary environment 5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 7.Apply management topics to its business 7.1. Integrate the 6 management topics .. in its actiivity, project' 7.2. Clearly define the aims of its activity ' At the end of this course, the student will be able to: -- - Understanding of basic todays marketing concepts, the marketing way of thinking, the analysis tools in the marketing management- THe role of marketing in the company, in the economy and in the society as a whole- Buyers and consumers: Market segmentation attractiveness and competitivity of the various market segments- Marketing strategies: Basic and competition- Stting up a startegic marketing plan- Discovering the 4 P s (Product, Price, Placement, Promotion) *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".*
Evaluation methods :	Verbal examination with open books
Teaching methods :	Ex cathedra
Content :	Content The course is based on LAMBIN J.J. et al. (2005) Le Marketing Stratégique. Sixième Edition. Dunod Part I. The role of marketing in the economy 1. Marketing in the economy and in the society. 2. Market driven Management in a discontinuous context Part II. Understanding customer behavior 3. Customer behaviour analysis 4. Customer response behaviour 5. Marketing Information System Part III. Strategic marketing 6. Needs and wishes through segmentation 7. Attractiveness analysis 8. Competitiveness analysis. 9. Setting up themarketing strategy 10. Marketing plan Part IV

	11. Product decision process 12. Prices decision process 13. Distribution decision process 14. Communication decision process Methods The course is given weekly.
Bibliography :	: No TEXTBOOK. SLIDES compulsory and available on line . BOOK : Marketing Stratégique et Opérationnel (JJ Lambin et CH de Moerloose) - Dunod not compulsorySupports available on line are on ICAMPUS.
Other infos :	References : Provided during the class
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 (shift schedule)	GEHD2M1	5	-	