LLSMS2004

2015-2016

Business to Business marketing (in English)

5.0 credits	30.0 h	1q

Teacher(s) :	Meunier Baudouin ;
Language :	Anglais
Place of the course	Louvain-la-Neuve
Main themes :	Themes B2B specificities, Buying, Industrial Segmentation, Projects and public market, Industrial product management, innovation management, Price, Industrial marketing, Branding and loyalty management
Aims :	To adapt marketing reasoning to B2B specificities. To develop marketer's competencies (analysis, decision and action) in a professional market *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 :	" Summary and content " see " scope " above and " methods " see " methods " below Content See "scope" above Methods In-class activities - Lectures - Exercices/PT At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work
Other infos :	Prerequisites Basic Marketing Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended (Malaval, B2B Mkt) and slides provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Internationalisation - international content - international case study Corporate features - conference - case study - corporate guest - company visit
Faculty or entity in charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [120] in Business engineering	INGE2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Management	GEST2M	5	-	