UCL Université catholique de Louvain

MGEHC1316

2015-2016

Marketing

6.0 credits	30.0 h + 10.0 h	1q

Teacher(s) :	Du Bois De Bounam Patrick ; Lambert Nicolas ;
Language :	Français
Place of the course	Charleroi
Main themes :	1. The role of marketing in the company and in general 2. Understanding the behavior of customers 2.1. Needs and Motivation 2.2. Customer' response process 2.3. Marketing Information System 3. Key concepts in strategic Demand analysis 3.1. Marketing segmentation 3.2. Targeting and Positioning 3.3. Products life cycle and New Products 4. The Product and the Brand 5. Retailing 6. The Price in Marketing 7. Marketing communication 8. Ethical issues and social responsability of marketers
Aims :	On completion of this course students will be able to: Describe the role of marketing in the company and in the environment Define, describe and develop the key concepts in Strategic Marketing with an emphasis on segmentation and product life cycle Chronologically distinguish the steps in the set up of an experiment Decompose the marketing strategy into product, price, retail and communication decisions Integrate price, products, retail and communication decisions identifying their importance and their respective roles. Assess the societal impact and the ethical issues in any marketing decision. *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".*
Faculty or entity in charge:	BLSM

Programmes / formations proposant cette unité d'enseignement (UE)				
Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [60] in Management (shift schedule)	GEHC2M1	6	-	