UCL
Université catholique de Louvain

LLSMG2002
2016-2017

Marketing

5.0 credits	30.0 h + 10.0 h	1q

Teacher(s) :	de Moerloose Chantal ;
Language :	Français
Place of the course	Louvain-la-Neuve
Inline resources:	http://icampus.uclouvain.be/claroline/course/index.php?cid=LSMG2002
Prerequisites :	Basic mathematics and statistics knowledge (logarithm, derivates, standard-deviation...), and basic concepts in economy (demand/supply law, elasticity...) are required before starting this course.
Main themes :	-- Marketing in corporate and society -- New challenges for marketing -- Understanding customer's needs -- Analyzing customer's response process -- The marketing information system (MIS) -- Analyzing customer needs through segmentation -- Analyzing market's attractiveness -- Analyzing competitiveness on segments -- Targeting and positioning -- Marketing strategic choices -- New products
Aims :	Having regard to the LO of the programme, 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
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	8. Listening and Communication
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	8.2. Express a clear and structured message
	At the end of this course, the student will be able to:
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	Mastering theoretical concepts and marketing analysis tools
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	Developing the habit of reading the economic news and listening to lectures in light of conceptual learning (case studies from the mainstream press)
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	Developing marketing thinking, using marketing reasoning and tools in a concrete market situation (case studies and business simulation)
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	Developing the decision ability, using marketing reasoning and tools in a concrete market situation (business simulation)
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	Being able to work in team and to consider interpersonal discrepancies (teamwork)
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	To understand basic marketing concepts, marketing reasoning and tools in marketing management.
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	To apply the marketing reasoning, concepts et methods in actual marketing cases (cases, exrcices, articles)
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	To develop decisional ability (and group management) in a marketing simulation game.
	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 :	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.
Teaching methods :	--
	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.
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	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.
Content :	The course is based on the 3 first parts (11 chapters) of the below-referenced textbook LAMBIN et al. (2008):
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	The new role of the marketing,
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	The customer's behavior and
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	The strategic marketing.
Bibliography :	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	-	🔍