

5 credits

30.0 h + 15.0 h

Q2

Teacher(s)	de Moerloose Chantal ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Main themes	The course has three main components: Part 1: Introduction The development of marketing, client motivation, the buying process, marketing information systems Part 2 : strategic marketing market segment analysis, market appeal analysis, competition analysis, balancing a portfolio of products, choosing a strategy, new product development Part 3 : Operational marketing: The product, distribution, price, communication
Aims	<p>This course has a number of objectives a) to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management. b) To apply the marketing way of thinking and its associated concepts and methods to concrete management situations. c) to develop students' decision-making capabilities (and organisation of group work) through a computer simulation (Markstrat).</p> <p>1</p> <p>-----</p> <p><i>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".</i></p>
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Business Engineering	INGE1BA	5	LECGE1115B AND LINGE1121 AND LINGE1214	
Minor in Management (ESPO students)	LGESB100I	5		