





5 credits

30.0 h

Q2

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| Teacher(s) | Chevalier Ludovic ; |
| Language : | English |
| 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 | <p>1 To adapt marketing reasoning to B2B specificities. To develop marketer's competencies (analysis, decision and action) in a professional market</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> |
| 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 containing this learning unit (UE) | | | | |
|--|------------------------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Aims |
| Master [120] in Management | GESM2M | 5 | |  |
| Master [120] in Business Engineering | INGE2M | 5 | |  |
| Master [120] in Management | GEST2M | 5 | |  |
| Master [120] in Business Engineering | INGM2M | 5 | |  |