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| 5 credits | 45.0 h + 20.0 h | Q1 |
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| Teacher(s)                  | Sinigaglia Nadia ;   |
| Language :                  | French   |
| Place of the course         | Mons   |
| 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 Marketing course covers the following topics: the new role of marketing in the economy as well as in the company; the understanding of the customer (either B2C or B2B) and of his/her needs; the analysis process preceding the elaboration of the marketing strategy of any organization, including the attractiveness and competitiveness analyses of the market segments. This course also provides an introduction to the marketing mix: new products, brand, distribution channels, price and communication. |
| Aims                        | <p>1 At the end of this course, the student should master the core concepts of marketing, either on a strategic or operational level.</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>   |
| Bibliography                | <p>KOTLER P., KELLER K.L., MANCEAU D., DUBOIS B. (2009), Marketing Management, 13th ed., Pearson Education.</p> <p>LAMBIN J.J., DE MOERLOOSE C. (2008), Marketing stratégique et opérationnel :du Marketing à l'orientation marché, 7ième édition, DUNOD.</p>  |
| Faculty or entity in charge | CLSM   |

| <b>Programmes containing this learning unit (UE)</b> |                         |         |                           |   |
|--|-------------------------|---------|---------------------------|---|
| Program title  | Acronym                 | Credits | Prerequisite              | Aims  |
| Bachelor in Information and Communication            | <a href="#">COMM1BA</a> | 5       |                           |  |
| Bachelor in Business Engineering                     | <a href="#">INGM1BA</a> | 5       |                           |  |
| Bachelor in Political Sciences: General              | <a href="#">SPOM1BA</a> | 5       |                           |  |
| Bachelor in Management                               | <a href="#">GESM1BA</a> | 5       |                           |  |
| Bachelor in Human and Social Sciences                | <a href="#">HUSM1BA</a> | 5       | <a href="#">MECON1104</a> |  |