


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>
Evaluation methods	<p>Final exam in session (weight = 60% if the score is $\geq 7/20$, otherwise 100%) (= absorbing principle of heavy failure). In case of failure, a second session is possible for this part.</p> <p>Team work (weight = 40%, except heavy absorbing failure). Half of this grade will focus on ongoing work during the year, the other half will focus on the final team presentation, organized at the end of the semester. A second session is not possible for this part. The grade acquired at the end of the semester is therefore definitive until the second semester.</p>
Teaching methods	<p>Classical course including some conferences, with mandatory (and sometimes controlled) attendance.</p> <p>Applied team work: writing a marketing plan for the creation of a new product (with accompanying exercise sessions)</p>
Content	<p>Part 1: Introduction: marketing evolution, customer motivation, customer behavior, marketing information system</p> <p>Part 2: strategic marketing : segmentation, attractiveness, competitiveness, targeting and positioning, strategy,</p> <p>Part 3: Operational marketing: Product, distribution, price, communication</p>
Inline resources	<p>https://moodleucl.uclouvain.be/ code LINGE1321</p> <p>The site contains all the detailed organizational information, copies of the main transparencies used during the course, exercise files (sometimes with old exam questions), tests, ... Students must register before the end of the first week of classes and consult regularly.</p>
Bibliography	<ul style="list-style-type: none"> • Les transparents et les dossiers d'exercices sont sur moodle. <p>LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2016). Le Marketing Stratégique et Opérationnel. 9^e éd. Dunod.</p>
Other infos	Some specific conditions apply to "repeating students". See Moodle (as they already know this place)
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Business Engineering	INGE1BA	5	LECGE1115D AND LINGE1114	
Minor in Management (ESPO students)	LGESB100I	5		