

5 credits	30.0 h + 10.0 h	Q1
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Teacher(s)	de Moerloose Chantal ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<ol style="list-style-type: none"> 1. Marketing in corporate and society 2. New challenges for marketing 3. Understanding customer's needs 4. Analyzing customer's response process 5. The marketing information system (MIS) 6. Analyzing customer needs through segmentation 7. Analyzing market's attractiveness 8. Analyzing competitiveness on segments 9. Targeting and positioning 10. Marketing strategic choices 11. New products
Aims	<p>Having regard to the LO of the programme, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 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 interdisciplinary 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 1 • 8. Listening and Communication • 8.2. Express a clear and structured message <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Mastering theoretical concepts and marketing analysis tools • Developing the habit of reading the economic news and listening to lectures in light of conceptual learning (case studies from the mainstream press) • Developing marketing thinking, using marketing reasoning and tools in a concrete market situation (case studies and business simulation) • Developing the decision ability, using marketing reasoning and tools in a concrete market situation (business simulation) • Being able to work in team and to consider interpersonal discrepancies (teamwork) <ol style="list-style-type: none"> 1. To understand basic marketing concepts, marketing reasoning and tools in marketing management. 2. To apply the marketing reasoning, concepts et methods in actual marketing cases (cases, exercices, articles) 3. To develop decisional ability (and group management) in a marketing simulation game. <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	Individual, written exam verifying theoretical knowledge of concepts and ability to apply them (cases, articles...) (70%, during the examen session) and oral group presentation of the simulation games (Markstrat) (30%, at the end of the quarter). All of them are in French.

Teaching methods	<p>1. 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.</p> <p>2. 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.</p>
Content	<p>The course is based on the 3 first parts (11 chapters) of the below-referenced textbook LAMBIN et al. (2016):</p> <ol style="list-style-type: none"> 1. The new role of the marketing, 2. The customer's behavior and 3. The strategic marketing.
Inline resources	<p>https://moodleucl.uclouvain.be code LLSMG2002 (registration before october 4th)</p> <p>The Moodle site contains e.g. (1) the main slides used during the course (to be completed by personal note) (2) memo to use Markstrat (3) suggested exercices and case studies (some are previous exam questions) (4) suggested videos, sites ... (5) tests and survey to nurture interaction ...</p>
Bibliography	<ul style="list-style-type: none"> • LAMBIN J.J., de MOERLOOSE Ch. (2016) Le Marketing Stratégique et Opérationnel. 9° Edition. Paris, Dunod. <p>Référence : LAMBIN J.J., de MOERLOOSE Ch. (2016) Le Marketing Stratégique et Opérationnel. 9° Edition. Paris, Dunod. https://www.dunod.com/entreprise-economie/marketing-strategique-et-operationnel-demarche-marketing-dans-economie-numerique</p>
Other infos	<ol style="list-style-type: none"> 1. The Markstrat grade, acquired by the team at the end of the quarter, can be individualized according to the investment of each member of the team. As there is no second session for this simulation game, the Markstrat grade is definitive until the September session. 2. Attendance at the course is mandatory. Sometimes verified (external lectures e.g.) 3. Optional activities may be offered (depending on availability): (a) Star Ac (www.startacademy.be/) (b) Google DMA (https://www.digitalmastersacademy.be/students) (c) The MOOC "Découvrir le marketing" (https://www.edx.org/course/discover-marketing)
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GEST2M1	5		