

5 credits

30.0 h

Q1

This biannual learning is being organized in 2018-2019

Teacher(s)	Kervyn de Meerendré Nicolas ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	a) To be familiarised with the basic marketing concepts, and the analysis Tools in the marketing management. b) To develop the marketing way of thinkink. c) To be able to apply this way of thinking and marketing methods into actual management situations. d) i- Analysis of the demand (needs, products, buying behaviour, buying process, ii- Startegic marketing (segementation, attractiveness, product life cycle, competitiveness).
Aims	<p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 1. Corporate citizenship 1.1. 'Look critically ' 1.2.Decide and act by incorporating ethical and humanistic values , ' 1.3. Decide and act responsibly ' 2. Combine knowledge 2.1. Master a core knowledge.. 2.3. Articulate the acquired knowledge from different areas of management 2.4. Articulate management knowledge with other areas ' 2.5. Articulate and apply the acquired knowledge ' 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 ' 5. Work in intedisciplinary environment <p>1</p> <p>5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 7.Apply management topics to its business 7.1. Integrate the 6 management topics .. in its activity, project' 7.2. Clearly define the aims of its activity ' </p> <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • - Understanding of basic todays marketing concepts, the marketing way of thinking, the analysis tools in the marketing management- The role of marketing in the company, in the economy and in the society as a whole- Buyers and consumers: Market segmentation attractiveness and competitiveness of the various market segments- Marketing strategies: Basic and competition- Stting up a startegic marketing plan- Discovering the 4 P s (Product, Price, Placement, Promotion) <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 exam in session
Teaching methods	Ex cathedra
Content	What the introductory course in marketing will bring the students to understand how a direction marketing al-lows the company being more efficient in the design and the marketing of its products. The course will put more emphasis on the strategic marketing that on the operational marketing. The strategic marketing will ad-dress the themes of the analysis of needs and behavior of consumers, the segmentation, analysis d'attractivité and competitiveness of markets, of targeting and positioning of the product. The operational marketing will cover the concepts of product, brand, price, distribution and communication. Some exercises will be discussed during and will require an active presence of students.
Inline resources	Cfr Moodle
Bibliography	LAMBIN JJ, CHUMPITAZ R, de MOERLOOSE (2016), Marketing stratégique et opérationnel, 9 ^e ed. Dunod
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management (shift schedule)	GEHD2M1	5		