

5 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Aims	<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>
Evaluation methods	A written examination organized in January (and September) and focused on the whole content of the course (including lectures and exercises sessions) will account for 80 % of the final grade . The remaining 20 % of the final grade will be based on your <u>active participation to the exercises sessions</u> .
Teaching methods	Lectures Sessions of exercises related to the course, organized in groups Case studies
Content	This course is made up of four main parts. <u>Part 1</u> : The new role of marketing 1- Marketing and the market-oriented approach 2- The new challenges of marketing <u>Part 2</u> : Understanding the customer behaviour 1- Understanding customers' needs 2- The analysis of the customer response process 3- The Marketing Information System <u>Part 3</u> : The elaboration of the marketing strategy 1- The analysis of customers' needs through segmentation 2- The analysis of the segments' attractiveness 3- The analysis of the segments' competitiveness 4- Targeting and positioning 5- The choice of a marketing strategy 6- New product development <u>Part 4</u> : Implementation of the marketing mix 1- Brand 2- Distribution channels (Place) 3- Price 4- Communication
Inline resources	The Powerpoint slides are available on Moodle (Student Corner).
Bibliography	- ARMSTRONG G., KOTLER P., LE NAGARD-ASSAYAG E., LARDINOIT T., BUTORI R., DION D. et OBLE F. (2017), Principes de Marketing, 13ème édition, Pearson Education. - KOTLER P., KELLER K., et MANCEAU D. (2017), Marketing Management, 15ème édition, Pearson Education. - LAMBIN J.J., DE MOERLOOSE C. (2016), Marketing stratégique et opérationnel : la démarche marketing dans l'économie numérique, 9ème édition, DUNOD.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Management	GESM2M1	5		