 UCLouvain

llsms2102	Advanced Strategic Marketing (Names from A to K)
2019	

Au vu du contexte sanitaire lié à la propagation du coronavirus, les modalités d'organisation et d'évaluation des unités d'enseignement ont pu, dans différentes situations, être adaptées ; ces éventuelles nouvelles modalités ont été -ou seront- communiquées par les enseignant·es aux étudiant·es.

5 crédits	30.0 h	Q1

Enseignants	Schuiling Isabelle ;
Langue d'enseignement	Anglais
Lieu du cours	Louvain-la-Neuve
Préalables	1 basic marketing course
Thèmes abordés	This course will tackle the new challenges that marketers have to meet in the new and changing digital landscape. This new digital landscape has a major impact on the way firms have to deploy their marketing strategies and structure their organization. The needs of consumers have changed and it is more difficult to satisfy them than before. Moreover, firms cannot communicate to consumers in a traditional way, they have to converse with them. They have to be in contact with the consumer wherever he is, on whatever support he uses and at any moment of the day. **The objectives of the course are to:** • Review the latest changes affecting the marketing strategy (situation analysis, segmentation and positioning) • Understand how the marketing organization has to be adapted to take into account the new digital environment • Review how to manage brands in this new environment taking into account traditional and digital marketing tools.
Acquis d'apprentissage	*La contribution de cette UE au développement et à la maîtrise des compétences et acquis du (des) programme(s) est accessible à la fin de cette fiche, dans la partie « Programmes/formations proposant cette unité d'enseignement (UE) ».*
Modes d'évaluation des acquis des étudiants	**En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.** • **First session:**The course will be evaluated based on a team project (40%) and on an individual exam (60%). If the exam is below 10, the team project will not be integrated in the total mark. If the teamwork assignment is not delivered, students will have not completed the requirements of the course and will be given an "Absent" for the first session. • • The **exam**will be organized on week 8 • The **teamwork assignment**needs to be delivered during the January exam session. Malus points will be attributed (up to 3 points) if the individual work is not done on time or due to the absence to the conferences. • **Second session**: **same as the first session.** The course will be evaluated based on a team project (40%) and on an individual exam (60%). If the exam is below 10, the team project will not be integrated in the total mark. The malus points will continue to be integrated in the final mark.
Méthodes d'enseignement	**En raison de la crise du COVID-19, les informations de cette rubrique sont particulièrement susceptibles d'être modifiées.** The course focuses on different teaching methods including conferences, articles, video discussions and case studies. Active participation is expected from students. **Attendance to the conferences is compulsory.**
Contenu	his course will tackle the new challenges that have to meet marketers when designing their marketing strategy in the rapidly changing digital landscape. The new digital environment had a major impact on consumers' habits and needs. As a result, the way to understand, communicate and reach consumers has changed dramatically. Companies have now to be in contact with the consumer wherever he is, on whatever devices he uses and at any moment of the day. Traditional marketing is over and a series of new marketing concepts have to be understood to be effective in this new environment. Moreover, companies need to be able to manage, analyze and take actions on big data generated. This has an impact on the way companies have to manage and structure their marketing department. This is complex and requires new skills that companies do not always have.

	The course will help students to 1) Understand how marketing has to change in light of the new digital landscape, 2) Review how to develop a marketing strategy in this new landscapeand 3) Learn how to design a marketing plan taking into account traditional and new digital tools.
Bibliographie	One syllabus is available at the DUC including only key slides. If you want to know more about digital marketing, there is one good reference book (not compulsory for this course): **Digital Marketing**, Dave Chaffeyand Fiona Ellis-Chadwick, Pearson, 2015.
Autres infos	The course will cover 6 modules: • Module 1: Marketing revolution in the new digital landscape • Module 2 : Impact of the changes on strategic marketing • Module 3: Key changes in the media landscape • Module 4: The power of social media marketing • Module 5: New digital communication tools • Module 6: Big data, artificial intelligence and privacy
Faculté ou entité en charge:	CLSM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Crédits	Prérequis	Acquis d'apprentissage
Master [120] en sciences de gestion	GEST2M	5		🔍