

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

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 • 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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Individual, written exam verifying theoretical knowledge of concepts and ability to apply them (cases, articles...) (70%, during the exam session) and oral group presentation of the simulation games (Markstrat) (30%, at the end of the quarter). All of them are in French.</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <ol style="list-style-type: none"> 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. 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.
Content	<p>The course covers 9 chapters of the reference book LAMBIN et al. (2016) : Ch. 1. Marketing in Business and the Economy, Ch. 3. Customer Needs, Ch. 4. Response Process, Ch. 5 Marketing Information System, Ch. 6. Segmentation, Ch. 7. Attractiveness analysis, Ch. 8. Competitiveness analysis, Ch. 9. Targeting and positioning, Ch. 10. Choosing a strategy</p>
Inline resources	<p>https://moodleucl.uclouvain.be code LLSMG2002 (registration before october 3rd)</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 exercises and case studies (some are previous exam questions) (4) suggested videos, sites ... (5) tests and survey to nurture interaction ...</p>
Bibliography	<p>CHAFFEY, Dave, & ELLIS-CHADWICK, Fiona (2019). <i>Digital marketing: strategy, implementation and practice</i>, 7th Ed. Prentice Hall.</p> <p>JOHNSON, Gerry, WITTINGTON, Richard, SCHOLES, Kevan, ANGWIN, Duncan, & REGNEE, Patrick (2017). <i>Stratégique</i>. 11^e éd. Pearson Education.</p> <p>KOTLER, Philip, KELLER, Kevin, MANCEAU, Delphine, & HEMONNET, (2019). <i>Marketing Management</i>, 16^e édition. Pearson.</p> <p>KOTLER, Philip, KARTAJAYA, Hermawan, & SETIAWAN, Iwan (2017) <i>Marketing 4.0 : Le passage au digital</i>. DE Boeck.</p> <p>LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2016). <i>Le Marketing Stratégique et Opérationnel</i>. 9^e éd. Dunod.</p> <p>LAMBIN, Jean-Jacques (1990). <i>La recherche marketing</i>. McGrawHill.</p> <p>MALAVAL, Philippe, & BENAROYA, Christophe (2013). <i>Marketing business to business: From industrial to business marketing</i>. 5^e éd. Pearson.</p> <p>MALHOTRA, Naresh K., NUNAN, Dan, & BIRKS, David (2017). <i>Market Research. An applied Approach</i>. Pearson.</p> <p>ZEITHALM, Valarie A., BITNER, Mary Jo, & GREMLER, Dwayne (2017). <i>Services marketing. Integrating Customer Focus Across the Firm</i>. 7th Ed. McGrawHill/Irwin.</p>
Other infos	<ol style="list-style-type: none"> 1. The course is given in French. Evaluations are made in French. 2. This course is part of a full-time day cursus (GEST2M1). Attendance at the lectures is mandatory. It will sometimes be controlled (e.g. during conferences). 3. Markstrat points, acquired by the team at the end of the quarter, may be individualized according to the work of each member of the team. Attendance at all group work sessions, decided within the group, is essential. Non-availability for these activities for non-academically acceptable reasons (e.g. a professional activity) may result in student's de-registration from his / her work group and the scoring of this work. The mark Markstrat obtained is final until the September session because the simulation is not the subject of a second session. 4. Optional activities may be offered (depending on availability): (a) interactive tests and exercises on the Moodle platform of the course (b) MOOC "Discover Marketing" (https://www.edx.org/course / découvrir-le-marketing) 5. The following preliminary knowledge is supposed to be mastered: A good revision of the basic mathematics is useful (standard deviation, derivatives, logarithms ... and weighted average), as well as bases in economics (supply / demand, elasticity, perfect competition , ...) and in finance (difference between turnover and profit, between price and cost, notion of inflation, interest, compound interest ...). Mastery of Microsoft Excel (bubble charts creation) and that of Power Point are also prerequisites for the presentation of the Markstrat work. 6. Other modalities are detailed in the "plan de cours", available on Moodle. Students must imperatively consult them at the beginning of the course.
Faculty or entity in charge	CLSM

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