






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	45.0 h + 20.0 h	Q1
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Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Aims	<p>Competencies</p> <p>Given the « competencies referential » linked to the LSM Bachelor in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <p>1 • 2. Knowledge and reasoning</p> <p>Learning outcomes</p> <p>At the end of this course, the student will be able to master the fundamental concepts of both strategic and operational marketing.</p> <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>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>.</p> <p>In case the student fails the course, only the "written exam" part can be improved (the grade linked to the participation to the exercises sessions can not be improved).</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures</p> <p>Sessions of exercises related to the course, organized in groups</p> <p>Case studies</p>
Content	<p>This course is made up of four main parts.</p> <p><u>Part 1</u> : The new role of marketing</p> <p>1- Marketing and the market-oriented approach</p> <p>2- The new challenges of marketing</p> <p><u>Part 2</u> : Understanding the customer behaviour</p> <p>1- Understanding customers' needs</p> <p>2- The analysis of the customer response process</p> <p>3- The Marketing Information System</p> <p><u>Part 3</u> : The elaboration of the marketing strategy</p> <p>1- The analysis of customers' needs through segmentation</p> <p>2- The analysis of the segments' attractiveness</p> <p>3- The analysis of the segments' competitiveness</p> <p>4- Targeting and positioning</p> <p>5- The choice of a marketing strategy</p> <p>6- New product development</p> <p><u>Part 4</u> : Implementation of the marketing mix</p> <p>1- Brand</p> <p>2- Distribution channels (Place)</p> <p>3- Price</p>

	4- Communication
Inline resources	The Powerpoint slides are available on Moodle (Student Corner).
Bibliography	<p>- 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.</p> <p>- KOTLER P., KELLER K., MANCEAU D., et HEMONNET A. (2019), Marketing Management, 16ème édition, Pearson Education.</p> <p>- LAMBIN J.J., DE MOERLOOSE C. (2016), Marketing stratégique et opérationnel : la démarche marketing dans l'économie numérique, 9ème édition, DUNOD.</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor : Business Engineering	INGM1BA	5	MECON1104 AND MQANT1110 AND MSHUM1115	
Master [60] in Management	GESM2M1	5		
Bachelor in Management	GESM1BA	5		
Bachelor in Information and Communication	COMM1BA	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		
Master [120] in Management	GESM2M	5		