




Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

4 credits	30.0 h + 15.0 h	Q1
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Teacher(s)	Kervyn De Meerendré Nicolas ;
Language :	French
Place of the course	Louvain-la-Neuve
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>
Main themes	Part 1: The role of marketing in a company Part 2: Strategic marketing - The analysis of buyers' behaviour - Segmentation and selection of target markets - attractiveness analysis - competition analysis - Positioning - choice of development strategies
Aims	<p>This course is intended to teach students: - the basic concepts of marketing in the field of marketing management. - How to apply marketing analysis in concrete management situations and to a range of sectors of activity</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><b>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</b></p> <p>1/20 point will be awarded during one of the practical work sessions (TP).</p> <p>19/20 points will be awarded during an individual examination in session.</p> <p>This exam will consist of a multiple choice questions, a case study and open questions.</p> <p>NB: in the event of failure in January, the evaluation relating to 1/20 point assigned in TP will be automatically postponed to the September session.</p>
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 <sup>e</sup> ed. Dunod
Faculty or entity in charge	ESPO

### Force majeure

Evaluation methods	<p>2/20 point seront attribués durant une des scéances de travaux pratique (TP).</p> <p>18/20 points seront attribués lors d'un examen individuel en session.</p> <p>Cet examen sera composé d'un QCM, une étude de cas et de questions ouvertes.</p> <p>NB: en cas d'échec en Janvier, l'évaluation portant sur 2/20 les points attribués en TP seront automatiquement reportés à la session de septembre.</p>
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<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Economics and Management	ECGE1BA	4	LECGE1115	
Approfondissement en communication	APPCOMU	4		
Minor in Management (basic knowledge)	MINOGEST	4		
Minor in Management (ESPO students)	MINAGEST	4		