




4.00 credits

30.0 h + 15.0 h

Q1

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
Learning outcomes	At the end of this learning unit, the student is able to : 1 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
Evaluation methods	1/20 point will be awarded for the preparation of all practical exercises (individual preparation, thoughtful and delivered within the allotted time). 1/20 point will be awarded during one of the practical exercise sessions (TP). 18/20 points will be awarded during an individual written exam in session. This exam will consist of a MCQ, a case study and open questions. NB: in the event of failure in January, the evaluation relating to the preparation of the practicals and the production of a work during one of the practicals (2/20 points) will be automatically transferred to the September session.
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, & de MOERLOOSE (2021), Marketing stratégique et opérationnel, 10 ^e ed. Dunod
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Approfondissement en communication	APPCOMU	4		
Bachelor in Economics and Management	ECGE1BA	4	LECGE1115	
Minor in Mangement (basic knowledge)	MINOGEST	4		
Minor in Management (ESPO students)	MINAGEST	4		