

5.00 credits

30.0 h + 10.0 h

Q1

Teacher(s)	de Moerloose Chantal ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	Basic mathematics and statistics knowledge (logarithm, derivates, standard-deviation...), and basic concepts in economy (demand/supply law, elasticity...) are required before starting this course.
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
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <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.

Evaluation methods	<p>The exam is individual, it weighs for 70% of the points. It is organized in examination session. It covers theoretical knowledge and their practical application (cases, articles, etc.). This exam is written, but if the number of students justifies it, the professor could decide to transform the written exam into oral (face-to-face or distance, via Teams for example)</p> <p>The Markstrat report is defended by the team, but the score can be individualized. It weighs for 30% of the points. It will be defended orally, on the basis of a written report, at the end of the semester. The grade acquired at the end of the term is final up to and including the September session of the same academic year.</p> <p>In the event of a second session, the student therefore keeps his Markstrat mark and can only redo the individual examination which weighs for 70% of the total.</p> <p>Everything takes place in French.</p>
Teaching methods	<p>1. The theoretical course is given two hours each week (face-to-face or remote on Moodle depending on the possibilities). Theoretical concepts are accompanied by illustration of business cases and lectures from external speakers. During the course, exercises and case studies are also offered; they will sometimes be worked over.</p> <p>2. The business simulation game, Markstrat, carried out in teams, allows the concepts to be integrated into a concrete application. Allow 2 to 4 hours per week of teamwork for this simulation.</p>
Content	<p>The course covers 9 chapters of the reference book (Lambin & de Moerloose, 2021) : Ch. 1. Marketing in the Economy, Ch. 3. Understanding the Customer, Ch. 4. Buyer's Behavior, Ch. 5 Marketing Information, Ch. 6. Segmentation, Ch. 7. Attractiveness Analysis, Ch. 8. Competitiveness Analysis, Ch. 9. Targeting and Positioning, Ch. 10. Choosing a Marketing Strategy</p>
Inline resources	<p>https://moodle.uclouvain.be code LLSMG2002 (registration before october 1st)</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>LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i>. 10^e éd. Dunod.</p>
Other infos	<p>1. The course is given in French. The evaluations too. Passive knowledge of English is required.</p> <p>2. This course is part of a full-time day diploma (GEST2M1). Attendance at the course is compulsory, except for health restrictions. It will sometimes be controlled (eg during conferences).</p> <p>3. The Markstrat mark, acquired by the team at the end of the term, can be individualized according to the work of each member of the team. Attendance at all group work sessions, decided upon within the group, is essential. Non-availability for these activities for reasons that are not academically acceptable (eg professional activity) may cause the student to be unsubscribed from his or her work group and the attribution of a zero mark for this part. The Markstrat score obtained is final until the September session because the simulation has no second session.</p> <p>4. Optional activities may be offered (depending on their availability): (a) interactive tests and exercises on the course's Moodle platform (b) The MOOC "Discover Marketing" (https://www.edx.org/course / decouvrir-le-marketing)</p> <p>5. The following prior knowledge is assumed to be mastered: A good review of mathematics at the end of secondary school is useful (standard deviation, derivatives, logarithms ... and weighted average), as well as the basics 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...). Passive proficiency in English, Microsoft Excel (creation of bubble charts) and Power Point are also prerequisites for the presentation of Markstrat work.</p> <p>6. The other modalities are detailed in the course outline, available on Moodle. The student must imperatively consult them at the beginning of the course.</p>
Faculty or entity in charge	<p>CLSM</p>

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