



This biannual learning unit is not being organized in 2021-2022 !

Teacher(s)	Kervyn de Meerendré Nicolas ;
Language :	French
Place of the course	Louvain-la-Neuve
Prerequisites	Introduction to political economy and accounting
Main themes	a) To be familiarised with the basic marketing concepts, and the analysis Tools in the marketing management. b) To develop the marketing way of thinkink. c) To be able to apply this way of thinking and marketing methods into actual management situations. d) i- Analysis of the demand (needs, products, buying behaviour, buying process, ii- Startegic marketing (segementation, attractiveness, product life cycle, competitiveness).
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 X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 1. Corporate citizenship 1.1. 'Look critically ' 1.2.Decide and act by incorporating ethical and humanistic values , ' 1.3. Decide and act responsibly ' 2. Combine knowledge 2.1. Master a core knowledge.. 2.3. Articulate the acquired knowledge from different areas of management 2.4. Articulate management knowledge with other areas ' 2.5. Articulate and apply the acquired knowledge ' 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 ' 5. Work in intedisciplinary environment <p>1</p> <p>5.1.Understand the inner workings of an organization ' 5.2.Position ... the functioning of an organization, in its ...socio-economic dimensions' 7.Apply management topics to its business 7.1. Integrate the 6 management topics .. in its activity, project' 7.2. Clearly define the aims of its activity ' </p> <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • - Understanding of basic todays marketing concepts, the marketing way of thinking, the analysis tools in the marketing management- The role of marketing in the company, in the economy and in the society as a whole- Buyers and consumers: Market segmentation attractiveness and competitiveness of the various market segments- Marketing strategies: Basic and competition- Stting up a startegic marketing plan- Discovering the 4 P s (Product, Price, Placement, Promotion)
Evaluation methods	25% of points will be awarded in continuous evaluation (assignments and presentations) 75% of the points will be awarded during an individual written exam in session. NB: In the event of failure in January, the marks for the continuous assessment will automatically be transferred to the September session. Only the exam part (75%) will be reassessed in September.
Teaching methods	Ex cathedra & student presentations
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 ^e ed. Dunod
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management (shift schedule)	GEHD2M1	5		