

5.00 credits

30.0 h + 15.0 h

Q2

Teacher(s)	de Moerloose Chantal ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	The course has three main components: Part 1: Introduction The development of marketing, client motivation, the buying process, marketing information systems Part 2 : strategic marketing market segment analysis, market appeal analysis, competition analysis, balancing a portfolio of products, choosing a strategy, new product development Part 3 : Operational marketing: The product, distribution, price, communication
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>1 This course has a number of objectives a) to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management. b) To apply the marketing way of thinking and its associated concepts and methods to concrete management situations. c) to develop students' decision-making capabilities (and organisation of group work) through a computer simulation (Markstrat).</p>
Evaluation methods	<p>3 evaluation parts:</p> <ol style="list-style-type: none"> 1. Continuous work during the year on Moodle (weekly tests will be offered: intended to promote regular work, they will close as the weeks go by) (10%) 2. Group work (30%) (for these two parts, the mark obtained at the end of the course (May) will be final. There will be no possibility to redo the work in the second session) 3. An individual examination (60%)
Teaching methods	<p>Each face-to-face course will be preceded by an independent reading of a chapter.</p> <p>The student must respond to weekly tests posted on Moodle which verify his understanding of the chapter seen and his anticipated reading of the next chapter.</p> <p>The theoretical course includes some lectures from professionals (and / or videos) whose content is part of the exam material</p> <p>Practical teamwork will be supported by tutoring sessions.</p>
Content	The course covers 12 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. 6. Segmentation, Ch. 7. Attractiveness Analysis, Ch. 8. Competitiveness Analysis, Ch. 9. Targeting and Positioning, Ch. 10. Strategy, Ch. 12. Brand, Ch. 13. Distribution, Ch. 14. Price, Ch. 15. Communication.
Inline resources	<p>https://moodle.uclouvain.be/ code LINGE1321</p> <p>The site contains all the detailed organizational information, copies of the main transparencies used during the course, exercise files (sometimes with old exam questions), tests, ... Students must register before the end of the first week of classes and check it regularly.</p>
Bibliography	LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i> . 10° éd. Dunod.
Other infos	Some specific conditions apply to "repeating students". See Moodle (as they already know this place)
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGE1BA	5		