

6.00 credits

30.0 h + 10.0 h

Q2

Teacher(s)	Kervyn de Meerendré Nicolas ;
Language :	French
Place of the course	Mons
Main themes	<ol style="list-style-type: none"> <li>1. The role of marketing in the company and in general</li> <li>2. Understanding the behavior of customers                             <ol style="list-style-type: none"> <li>2.1. Needs and Motivation</li> <li>2.2. Customer' response process</li> <li>2.3. Marketing Information System</li> </ol> </li> <li>3. Key concepts in strategic Demand analysis                             <ol style="list-style-type: none"> <li>3.1. Marketing segmentation</li> <li>3.2. Targeting and Positioning</li> <li>3.3. Products life cycle and New Products</li> </ol> </li> <li>4. The Product and the Brand</li> <li>5. Retailing</li> <li>6. The Price in Marketing</li> <li>7. Marketing communication</li> <li>8. Ethical issues and social responsibility of marketers</li> </ol>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>On completion of this course students will be able to:</p> <p>Describe the role of marketing in the company and in the environment</p> <p>Define, describe and develop the key concepts in Strategic Marketing with an emphasis on segmentation and product life cycle</p> <p>Chronologically distinguish the steps in the set up of an experiment</p> <p>1 Decompose the marketing strategy into product, price, retail and communication decisions</p> <p>Integrate price, products, retail and communication decisions identifying their importance and their respective roles.</p> <p>Assess the societal impact and the ethical issues in any marketing decision.</p>
Evaluation methods	Examen écrit
Teaching methods	Ex cathedra
Content	<p>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.</p>
Inline resources	Cfr Student Corner
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management (shift schedule)	<a href="#">GEHM2M1</a>	6		