

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><b>At the end of this learning unit, the student is able to :</b></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 assessment parts:</p> <p>1. Continuous work during the year on Moodle (<b>weekly tests</b> will be offered: intended to promote regular work, they will be definitively closed as the weeks go by) (10%)</p> <p>2. <b>Group work</b> (30%) The Markstrat report is defended as a team, but the grade 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. Attendance AND activity at these sessions is mandatory and controlled. An insufficient attendance rate (see lesson plan) may lead to the devaluation of a student's individual mark, or even to its cancellation. Bisseur students have specific conditions, described in the course outline.</p> <p>(for these two parts, the grades acquired at the end of the semester (i.e. 40% of the final grade) are final up to and including the September session of the same academic year. There will be no possibility of redoing the work in second semester)</p> <p>3. An individual <b>written exam</b> (60%). It is formulated in open questions. It focuses on the understanding and application of theoretical knowledge (cases, articles, exercises ... many examples of which are available on Moodle). Students will be able to have a personal summary, whose specific conditions are described in the course outline.</p> <p>Everything takes place in French.</p>
Teaching methods	<p>Each face-to-face course will be preceded by an independent reading of a chapter. The course will answer the questions raised following this reading. Attendance at class is mandatory.</p> <p>The student must answer weekly tests posted on Moodle which check his understanding of the chapter seen and his anticipated reading of the next chapter.</p> <p>The theoretical course includes some professional lectures (and/or videos) whose content is part of the exam material.</p> <p>Practical team work (Markstrat business simulation game) will be supported by practice sessions. Attendance at these meetings is mandatory and controlled.</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. Branding, Ch. 13. Distribution, Ch. 14. Pricing, Ch. 15. Communication.
Inline resources	<p><a href="https://moodle.uclouvain.be/">https://moodle.uclouvain.be/</a> code LINGE1321</p> <p>The site contains all the detailed organizational information, copies of the main transparencies used in the course, exercise files (sometimes with old exam questions), tests, ... Students must register there before the end of the first week of classes and consult it regularly.</p>
Bibliography	LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i> . 10 <sup>e</sup> éd. Dunod.

<p>Other infos</p>	<ol style="list-style-type: none"> <li>1. The course is given in <b>French</b>. Assessments as well. The passive knowledge of English is necessary.</li> <li>2. Attendance at class is mandatory, it will sometimes be checked (eg during conferences).</li> <li>3. The <b>Markstrat grade</b>, acquired by the team at the end of the semester, can be individualized according to the work of each member of the team. Presence at all the group work sessions, decided within the group and at exercise sessions is essential. Failure to participate in these activities for reasons that are not academically acceptable (eg a professional activity) may cause the student to be unregistered from his work group and the award of a zero mark for this part. The Markstrat score obtained is definitive until the September session because the simulation is not the subject of a second session. (idem for the Moodle tests)</li> <li>4. A <b>MOOC</b>, optional, is offered as an accompaniment (depending on its availability): The MOOC "Discover Marketing" (<a href="https://www.edx.org/course/decouvrir-le-marketing">https://www.edx.org/course/decouvrir-le-marketing</a>)</li> <li>5. The following <b>prior knowledge</b> is assumed to have been mastered: A good review of end-of-secondary mathematics is useful (standard deviation, derivatives, logarithms, etc. and weighted average), as well as 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 fluency in English, Microsoft Excel (creation of bubble charts) and Power Point are also prerequisites for the presentation of Markstrat work.</li> <li>6. The <b>other terms</b> and conditions are detailed in the course outline, available on Moodle. The student must consult them at the beginning of the course.</li> </ol>
<p>Faculty or entity in charge</p>	<p>ESPO</p>

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