



Faculté des sciences économiques, sociales et politiques

ESPO

MARK2200 **Méthodes d'analyse de la demande et des marchés**

[30h] 5 credits

Teacher(s): Marie-Paule Kestemont, Claudine Laperche
Language: french
Level: 2nd cycle course

Main themes

A deepening of certain concepts in the first degree course on "Marketing management" (Course MARK 2100), and familiarisation with the tools needed to carry out a strategic marketing analysis.

Content and teaching methods

Content

1. An analytical pre-requirement for strategic planning: The nature of strategic planning of the market, an analysis of market opportunity and of the firm's determination to seize it, and the dynamic of costs (effects of scale and experience).
2. Formal methods of strategic planning: Portfolio analysis, measuring the market and the enterprise's competitiveness, and a comparison between various formal methods of analysis (e.g. BCG, McKinsey and A.D. Little).
3. Creative aspects of planning management: Defining the business, and building bridges with other strategic decisions; the human aspect of planning, and drawing up a strategic plan.

Methodology

The teaching methodology will be based on three equally important approaches:

- a theoretical analysis of strategic analysis of the market based on published books, courses and case studies;
- a presentation of the practical experience of enterprises thought to be performing well in their respective fields;
- the application of a strategic analysis by groups of five students (maximum).

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Explanatory bibliographical references.

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(3.5 credits)	
ECGE3DS/FN	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (finance d'entreprise)	(4.5 credits)	Mandatory
ECGE3DS/IO	Diplôme d'études spécialisées en économie et gestion (Master in business administration) (Management of Innovative Organizations)	(4.5 credits)	Mandatory
IAG22M	Deuxième année de maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion")		
STAT2MS	Master en statistique, orientation générale, à finalité spécialisée (5 credits)		