



Faculté des sciences économiques, sociales et politiques

ESPO

MARK2252 Séminaire d'analyse du comportement de l'acheteur

[30h] 5 credits

Teacher(s): Alain Decrop, Paul Pellemans
Language: french
Level: 2nd cycle course

Main themes

Formulation of the product-market strategy, particularly through an analysis of market needs.
 Creative marketing decisions responding to the problems presented.

Content and teaching methods

Content

Needs analysis.

Analysis of perception.

Analysis of learning to consume.

Methodology

Sessions will be divided into:

- a deepening of the subject through discussions raised by students;
- the preparation and correction of cases solved by students.

Case studies.

Other credits in programs

ECAP22	Deuxième licence en sciences de gestion	(3.5 credits)
IAG22M	Deuxième année de maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion")	
INGE23/I	Troisième Ingénieur de gestion (Internationale)	