

## Faculty of Economic, Social and Political Sciences



### ECGE1213 Marketing

[30h] 3 credits

**Teacher(s):** Isabelle Schuiling  
**Language:** French  
**Level:** First cycle

#### Aims

This course is intended to teach students:

- the basic concepts of marketing in the field of marketing management.
- How to apply marketing analysis in concrete management situations and to a range of sectors of activity

#### Main themes

Part 1: The role of marketing in a company

Part 2: Strategic marketing

- The analysis of buyers' behaviour
- Segmentation and selection of target markets
- attractiveness analysis
- competition analysis
- Positioning
- choice of development strategies

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

Reference book: Lambin J.J., Chumpitaz R., de Moerloose Ch. (2005), Marketing stratégique et opérationnel, 6e ed., Dunod  
 Syllabus available at DUC

#### Other credits in programs

<b>ECGE12BA</b>	Deuxième année de bachelier en sciences économiques et de gestion	(3 credits)	Mandatory
<b>FSA12BA</b>	Deuxième année de bachelier en sciences de l'ingénieur, orientation ingénieur civil	(3 credits)	