

Faculty of Economic, Social and Political Sciences



INGE1321 Marketing

[60h] 6 credits

This course is not taught in 2005-2006

Language: French

Level: First cycle

Aims

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).

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