

## Faculty of Economic, Social and Political Sciences



### MARK2100 Marketing management

[45h+15h exercises] 6 credits

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

#### Aims

- The objective of this course is to learn how a strategic marketing orientation can help the companies to develop and market products that better answer to the needs of consumers.
- The course will focus on the marketing concepts that can help develop a very good strategic marketing analysis. A difference will be made between strategic marketing and operational marketing.
- Students will have to develop a thorough marketing approach. They will have to analyse many different business situations where a marketing approach is needed.

#### Main themes

The aim of this course is to develop students' ability to carry out marketing reasoning, and to familiarise them with the main decisions of operational marketing.

#### Content and teaching methods

##### CONTENT

The course covers two main parts :

- A first part addressing the development of the strategic marketing approach and the role of marketing in the firm, the economy and the society.
- A second part addressing the different decisions that need to be made by the marketer : choice of brands, products, distribution network, pricing and communications decisions

##### METHODS

The course is based on lectures and case studies.

Students will have to prepare a case, in groups of 5, that will apply the concepts that have been viewed in class and applied to a concrete business case.

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

##### 1. EVALUATION

The evaluation will be based on a written exam and a group project.

##### 2. REFERENCE

A syllabus will cover the key slides given during class and the reference book is : LAMBIN JJ, CHUMPITAZ R, de MOERLOOSE (2005), Marketing stratégique et opérationnel, 6<sup>ed</sup>. Dunod .

#### Other credits in programs

<b>ECAP21</b>	Première licence en sciences de gestion	(5.5 credits)	Mandatory
<b>ECAP22</b>	Deuxième licence en sciences de gestion	(5.5 credits)	
<b>ECGE12BA</b>	Deuxième année de bachelier en sciences économiques et de gestion	(3 credits)	
<b>ISP22</b>	Deuxième licence en philosophie	(6 credits)	