

Faculty of Economic, Social and Political Sciences



MARK2101 Marketing

[65h] 7.5 credits

Teacher(s): Chantal de Moerloose
Language: French
Level: Second cycle

Main themes

- a) To understand basic marketing concepts, marketing reasoning and tools in marketing management.
- b) To apply the marketing reasoning, concepts and methods in actual marketing cases (cases, exercises, articles)
- c) Develop decisional ability (and group management) in a marketing simulation game.

Content and teaching methods

Part I. Recognizing the role of marketing in the economy

1. Marketing in the economy and in the society. 2. Marketing after September 11

Part II. Understanding customer behavior

3. Buying motivation 4. Buying process. 5. Marketing Information System

Part III. Strategic marketing

6. Segmentation 7. Attractiveness analysis (PLC) 8. Competitiveness analysis. 9. Product portfolio analysis et marketing strategy definition. 10. Marketing plan 11. New product development

Part IV. Operational marketing

12. Product. 13. Place. 14. Price. 15 Promotion

Methods

The course works with active methods. A general course answers students' questions, based on preliminary readings. Weekly exercises and cases, debates about papers and discussions around case studies. A market simulation game integrates concepts and application.

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

This course is based on

LAMBIN J.J. et al. (2005) Le Marketing Stratégique. Sixième Edition. Dunod

Evaluation is based on students' assertivity, continued work, the game and its oral defense.

Other credits in programs

IAG21M	Première année de Maîtrise en sciences de gestion (orientation "méthodes quantitatives de gestion")	(7.5 credits)	Mandatory
IAG21M/PM	Première année de maîtrise en sciences de gestion (Création d'entreprise)	(7.5 credits)	Mandatory
INGE12BA	Deuxième année de bachelier en ingénieur de gestion	(6 credits)	
INGE21	Première Ingénieur de Gestion	(7.5 credits)	Mandatory
INGE21/PM	Première Ingénieur de Gestion (Création d'entreprise)	(7.5 credits)	Mandatory