

## Faculty of Economic, Social and Political Sciences



### MARK2251 Strategic and operational marketing seminar

[30h] 5 credits

**Teacher(s):** Marie-Paule Kestemont, Valérie Swaen, Valérie Swaen (supplée Marie-Paule Kestemont)  
**Language:** French  
**Level:** Second cycle

#### Aims

At the end of the class, students should be able to apply the marketing reasoning, its concepts, and its methods in concrete managerial situations.

#### Main themes

The principal objective of this marketing seminar is the development and the deepening of key managerial topics that require an interface with reality and the other functions of the company. This seminar aims at giving to students an experience in the development of a strategic marketing and in the implementation of a marketing programme adapted to the strategy selected.

#### Content and teaching methods

##### CONTENT

Product quality and service quality ; Analysis of consumer satisfaction; Salesforce management ; Consumer complaint management ; congruence between corporate identity and corporate image as well as any current and interesting topic.

##### METHODS

Discussions with experts and marketers  
 Reading of managerial and academic papers  
 Analysis of concrete situation (case studies)

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

Prerequisite : Knowledge of basic concepts of strategic and operational marketing

##### Evaluation

Summary of managerial and academic papers + identification of the elements to keep in mind for analysis and decision-making in a similar situation

Preparation and analysis of case studies

##### Support

Case studies, PowerPoint slides used by experts and invited marketers, copies of the assignments of the different students' groups.

##### References

Lambin, Chumpitaz, de Moerloose (2005) Marketing Stratégique et opérationnel, Dunod.

Pedagogic team:

Weekly meeting with the teacher.

#### Other credits in programs

**ECAP22**                      Deuxième licence en sciences de gestion                      (3.5 credits)