

Faculty of Economic, Social and Political Sciences



MARK2952 Marketing stratégique

[45h] 5 credits

This two-yearly course is taught in 2006-2007, 2008-2009,...

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.

Main themes

- 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.

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.

Programmes in which this activity is taught

GEST2M1

Master en sciences de gestion