

Faculty of Economic, Social and Political Sciences



INGE1321 Marketing

[45h+15h exercises] 6 credits

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

Aims

This course has a number of objectives

- to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management.
- To apply the marketing way of thinking and its associated concepts and methods to concrete management situations.
- 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

Other credits in programs

FSA13BA	Troisième année de bachelier en sciences de l'ingénieur, orientation ingénieur civil	(6 credits)	
INGE13BA	Troisième année de bachelier en ingénieur de gestion	(6 credits)	Mandatory