

Faculty of Economic, Social and Political Sciences



MARK2952 Marketing stratégique

[45h] 5 credits

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

Teacher(s): Valérie Busquin
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.