

## Faculty of Economic, Social and Political Sciences



### MARK2100 Marketing management

[45h+15h exercises] 6 credits

Language: French  
Level: Second cycle

#### Main themes

The aim of this course is to develop students' ability to carry out marketing reasoning, and to familiarise them with the main decisions of operational marketing.

#### Content and teaching methods

##### Content

The course is in two parts:

- the first part is devoted to strategic marketing development, and to an analysis of the marketing concept and its role in enterprises, the economy and society;
- the second part is given over to an analysis of the main decisions facing the marketing manager (e.g. choosing new products and distribution circuits, pricing policy, and communications policy (advertising and the sales force)).

##### Methodology

The course will consist of professorial expositions, reading and case studies.

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

The main reference works will be:

- Ph. KOTLER et B. DUBOIS , Marketing Management, Prentice-Hall, 5e Ed.
- Ph. KOTLER, G.H.G. Mc DOUGALL et J.L. PICARD, Principes de Management, Québec, Editions Préfontaine Inf., 1983.
- WIND Y.J., Product Policy : Concepts, Methods and Strategy, Addison-Wesley Publishing Company, 1982.

#### Other credits in programs

<b>ECAP21</b>	Première licence en sciences de gestion	(6 credits)	Mandatory
<b>ISP22</b>	Deuxième licence en philosophie	(6 credits)	