






4 credits

30.0 h + 15.0 h

Q1

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| Teacher(s) | Kervyn de Meerendré Nicolas ; |
| Language : | French |
| Place of the course | Louvain-la-Neuve |
| Prerequisites | <i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i> |
| Main themes | Part 1: The role of marketing in a company Part 2: Strategic marketing - The analysis of buyers' behaviour - Segmentation and selection of target markets - attractiveness analysis - competition analysis - Positioning - choice of development strategies |
| Aims | <p>1 This course is intended to teach students: - the basic concepts of marketing in the field of marketing management. - How to apply marketing analysis in concrete management situations and to a range of sectors of activity</p> <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p> |
| Content | What the introductory course in marketing will bring the students to understand how a direction marketing allows the company being more efficient in the design and the marketing of its products. The course will put more emphasis on the strategic marketing than on the operational marketing. The strategic marketing will address the themes of the analysis of needs and behavior of consumers, the segmentation, analysis d'attractivité and competitiveness of markets, of targeting and positioning of the product. The operational marketing will cover the concepts of product, brand, price, distribution and communication. Some exercises will be discussed during and will require an active presence of students. |
| Other infos | Reference book: Lambin J.J., Chumpitaz R., de Moerloose Ch. (2005), Marketing stratégique et opérationnel, 6e ed., Dunod Syllabus available at DUC |
| Faculty or entity in charge | ESPO |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Aims |
| Bachelor in Economics and Management | ECGE1BA | 4 | (LECGE1112V OR LECGE1112L) AND (LECGE1114E OR LECGE1114K) AND LECGE1115O |  |
| Minor in Management (Computer sciences students) | LGESC100I | 4 | |  |
| Minor in Management (ESPO students) | LGESB100I | 4 | |  |
| Minor in Management (basic knowledge) | LGESA100I | 4 | (LECGE1112V OR LECGE1112L) AND LECGE1115B AND LECGE1114E |  |
| | LCOMU100P | 4 | |  |