




In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

4 credits

30.0 h + 15.0 h

Q1

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>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>
Evaluation methods	Due to the COVID-19 crisis, the information in this section is particularly likely to change. Individual exam in session and during the year
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.
Inline resources	Cfr Moodle
Bibliography	LAMBIN JJ, CHUMPITAZ R, de MOERLOOSE (2016), Marketing stratégique et opérationnel, 9 ^e ed. Dunod
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Bachelor in Economics and Management	ECGE1BA	4	LECGE1115	
Approfondissement en communication	LCOMU100P	4		
Minor in Management (ESPO students)	LGESB100I	4		
Minor in Mangement (basic knowledge)	LGESA100I	4		