


Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits

30.0 h + 15.0 h

Q2

Teacher(s)	De Moerloose Chantal ;
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	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
Aims	<p>This course has a number of objectives a) to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management. b) To apply the marketing way of thinking and its associated concepts and methods to concrete management situations. c) to develop students' decision-making capabilities (and organisation of group work) through a computer simulation (Markstrat).</p> <p>1</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	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>3 sources of grading :</p> <ol style="list-style-type: none"> 1. Continuous work (weekly test in Moodle, the grade acquired at the end of the course is definitive, there is no second session for this part) 2. Team (the grade acquired at the end of may is definitive, there is no second session for this part) 3. Individual exam
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Classical course including some conferences (and/or video) included in the content for the exam</p> <p>The applied team work is supported by exercices sessions</p>
Content	Part 1 Introduction : Marketing in the economy, understanding the customer, buyer's behavior, marketing information; Part 2 Strategic marketing : segmentation, attractiveness analysis, competitiveness analysis, targeting and positioning; Part 3 Operational marketing : brand, distribution, price, communication
Inline resources	<p>https://moodleucl.uclouvain.be/ code LINGE1321</p> <p>The site contains all the detailed organizational information, copies of the main transparencies used during the course, exercise files (sometimes with old exam questions), tests, ... Students must register before the end of the first week of classes and check it regularly.</p>
Bibliography	LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i> . 10 ^e éd. Dunod.
Other infos	Some specific conditions apply to "repeating students". See Moodle (as they already know this place)
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Minor in Management (ESPO students)	MINAGEST	4		
Bachelor : Business Engineering	INGE1BA	5	LECGE1115 AND LINGE1114	