

5 credits	45.0 h + 20.0 h	Q1
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Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Aims	<p>Competencies</p> <p>Given the « competencies referential » linked to the LSM Bachelor in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <p>1 •2. Knowledge and reasoning</p> <p>Learning outcomes</p> <p>At the end of this course, the student will be able to master the fundamental concepts of both strategic and operational marketing.</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>In this course, student evaluation will be determined by two parts:</p> <ul style="list-style-type: none"> • a written exam within session (open questions and exercises), focusing on the whole content of the course (including lectures and exercises sessions), which will account for 80% of the final grade. • the active participation to the exercises sessions (including the completion of a team work) will also be assessed, which will account for the remaining 20% of the final grade. <p>In case the student fails the course, only the "written exam" part can be improved (the grade linked to the active participation to the exercises sessions remains unchanged for all exam sessions of the current academic year).</p>
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures</p> <p>Sessions of exercises related to the course</p>
Content	<p>This course is made up of four main parts.</p> <p><u>Part 1</u> : The new role of marketing</p> <p>1- Marketing and the market-oriented approach</p> <p>2- The new challenges of marketing</p> <p><u>Part 2</u> : Understanding the customer behaviour</p> <p>1- Understanding customers' needs</p> <p>2- The analysis of the customer response process</p> <p>3- The Marketing Information System</p> <p><u>Part 3</u> : The elaboration of the marketing strategy</p> <p>1- The analysis of customers' needs through segmentation</p> <p>2- The analysis of the segments' attractiveness</p> <p>3- The analysis of the segments' competitiveness</p> <p>4- Targeting and positioning</p> <p>5- The choice of a marketing strategy</p> <p>6- New product development</p> <p><u>Part 4</u> : Implementation of the marketing mix</p> <p>1- Brand</p> <p>2- Distribution channels (Place)</p> <p>3- Price</p> <p>4- Communication</p>
Inline resources	The Powerpoint slides are available on Moodle (Student Corner).

Bibliography	- ARMSTRONG G., KOTLER P., LE NAGARD-ASSAYAG E., BUTORI R., DION D., LARDINOIT T. et OBLE F. (2019), Principes de Marketing, 14ème édition, Pearson Education. - KOTLER P., KELLER K., MANCEAU D., et HEMONNET A. (2019), Marketing Management, 16ème édition, Pearson Education. - LAMBIN J.J., DE MOERLOOSE C. (2021), Marketing stratégique et opérationnel : la démarche marketing dans une perspective responsable, 10ème édition, DUNOD.
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Mechanical Engineering	MECA2M	5		
Master [120] in Physical Engineering	FYAP2M	5		
Bachelor in Information and Communication	COMM1BA	5		
Master [120] in Data Science Engineering	DATE2M	5		
Master [120] in Chemical and Materials Engineering	KIMA2M	5		
Master [120] in Electrical Engineering	ELEC2M	5		
Master [120] in Computer Science and Engineering	INFO2M	5		
Master [120] in Electro-mechanical Engineering	ELME2M	5		
Master [120] in Data Science: Information Technology	DATI2M	5		
Master [120] in Biomedical Engineering	GBIO2M	5		
Bachelor in Human and Social Sciences	HUSM1BA	5		
Master [120] in Civil Engineering	GCE2M	5		
Bachelor in Management	GESM1BA	5		
Master [120] in Computer Science	SINF2M	5		
Master [120] in Mathematical Engineering	MAP2M	5		
Bachelor : Business Engineering	INGM1BA	5		