








5.00 credits	30.0 h + 15.0 h	Q1
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Teacher(s)	Masset Julie ;
Language :	French
Place of the course	Bruxelles Saint-Louis
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>
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>The goal of this course is to give students the important elements (concepts, strategies, tools, methods, ...) to :</p> <p>a) understand and analyze the problems related to marketing management; b) think about marketing policies to implement in different practical cases.</p> <p>Analysis and reflection prevail over implementation and control. The course emphasizes strategic marketing instead of operational marketing.</p>
Evaluation methods	<p>The evaluation of students will be made by means of a final written exam (80%) and of practice sessions (20%).</p> <p>Depending on the sanitary context, the final written exam will be organized face-to-face (duration 3 hours) or online (duration 2 hours). The final written exam covers all the topics discussed in the classroom, the chapters of the textbook, the student notes and the articles, case studies or exercises presented/done during class. It represents 80% of the final grade.</p> <p>The practice sessions consist in the analysis of case studies and marketing questions, through their relations with the theoretical concepts developed during lectures. The participation to these practice sessions as well as the resolution of the exercises (in groups) are compulsory and represent 20% of the final grade. In case of a retake session in August, the grade of the practice sessions and its weighting are kept in the final evaluation of the course.</p>
Teaching methods	Equilibrium is found between lecturing and active learning of students.
Content	<p>The course proposes an introduction to Marketing. The first part presents the general aspects to better understand marketing management. What is marketing? What is marketing management? Marketing is situated in its context : the company and society. Its fundamental principle, i.e., market-orientation, is developed and its process, i.e., strategic planning, is explained.</p> <p>Then the different steps of marketing management are investigated. First, the analysis step deals with the analysis of the environment, the markets and the competition to better understand the market opportunities of the company. Then the strategic reflection is presented. It involves the development of marketing strategies to identify market segments and targets and to position products. The course ends with the planning of the marketing policies related to each variable of the marketing mix, i.e., price, product, place, and promotion.</p> <p>Part I – To understand Marketing Management Part II – To analyze the market Part III – To develop strategies Part IV – To plan policies</p>
Bibliography	Kotler, Ph., Keller, K., Manceau, D., & Hemmonnet, A. (2019). Marketing Management. Paris : Pearson Education (16e éd.).
Other infos	Students must have a copy of the slides presented during class. They are invited to complete these slides by their notes and the chapters' reading of the textbook.
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Law	DROB1BA	5	BDROI1220	
Bachelor in Law French-Dutch (and French-Dutch-English)	DRNB1BA	5	BDROI1220	
Bachelor in Information and Communication	COMB1BA	5		
Bachelor in Information and Communication (French- English)	COAB1BA	5		
Bachelor in Information and Communication (French-Dutch- English)	COTB1BA	5		
Bachelor in Economics and Management	ECGB1BA	5		
Bachelor in Economics and Management (French-English)	ECAB1BA	5		
Bachelor : Business Engineering	INGB1BA	5		