






5.00 credits

30.0 h + 15.0 h

Q1

Teacher(s)	Roozen Irene ;
Language :	Dutch
Place of the course	Bruxelles Saint-Louis
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>The course Marketing introduces you to the fundamentals of Marketing. Marketing is the business function that deals most explicitly with customers. In this course, the marketing process of creating value for customers in order to capture value for the company in return, will be unravelled step by step. You will be familiarized with the philosophy of market-oriented thinking and acquire general knowledge of the wide range of marketing activities ongoing in contemporary firms. In addition, this course provides you the necessary building blocks for more specialized managerial (and marketing) courses in the programme.</p> <p>This marketing course aims at achieving to main objectives:</p> <ul style="list-style-type: none"> <li>• Building of a general knowledge concerning marketing activities</li> <li>• Providing insight into marketing philosophy: Market-oriented thinking</li> </ul> <p>Marketing is the business function that determines the needs and wishes of a company's customers, and then consequently, decides which submarkets can be best served. Marketing is far more than just an isolated business function. It is an important driving force for the whole organization.</p> <p>On the one hand, during this course you will be introduced to the conceptual framework and the principles of marketing. On the other hand, examples, case studies and a group assignment will link theory and practice.</p> <p>Specific objectives of this course:</p> <ul style="list-style-type: none"> <li>• The student must be able to demonstrate a general level of knowledge regarding the field of activity of marketing</li> <li>• The student understands the most important marketing terms and concepts and is able to explain and illustrate them by means of examples</li> <li>• The acquired knowledge can be applied and linked to examples from practice</li> <li>• The student can analyze marketing questions and advise on how to solve them on the basis of the acquired knowledge</li> <li>• The student is acquainted with the academic marketing literature</li> <li>• The student is aware of the marketing philosophy: market-oriented thinking.</li> </ul>
Evaluation methods	The course is assessed by the lecturer and consists of a written exam (70% of the marks) and a group assignment (writing a marketing plan and presenting its conclusion during the quadrimester, 30% of the marks). Both part of the course must be successfully completed in order to complete the course. The group assignment grade remains from one session to another. In case you fail this year and have to retake the course, you will have to redo the group assignment.
Teaching methods	Lecture completed by examples and videos.
Content	The course starts with a general outline of the most important concepts of marketing. Different stages of the marketing process are discussed and defined in Chapter 1. The strategy construction and determination is also discussed in Chapter 1 (and Chapter 6 and 7). Chapter 2 describes the marketing environment. We discuss in chapter 4 to 8, market research, the consumer behaviour, and market segmentation / positioning. Chapter 5 studies marketing from a B2B perspective. In chapters 9 - 14 we go deeper into the four P's of marketing (price, product, place and promotion ('communication strategies')). Chapter 17 focusses on implementation and evaluation. This chapter is necessary for your group assignment and are thus fully part of the content of the courses.
Bibliography	Philip Kotler, Gary Armstrong, Lloyd Harris en Nigel Piercy, Principes van Marketing, zevende Editie Pearson ISBN 978-90-430-3409-8
Other infos	First quadrimester, 30 hours theory, 15 hours exercices.
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
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 (French-Dutch-English)	ECTB1BA	5		
Bachelor : Business Engineering (French-Dutch-English)	INTB1BA	5		
Bachelor in Economics and Management [Dual Bachelor's degree for the holder of a Bachelor in Law]	ECGB1BA	5		