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Teacher(s)	Roozen Irene ;
Language :	Dutch
Place of the course	Bruxelles Saint-Louis
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <ul style="list-style-type: none"> • demonstrate a general level of knowledge regarding the field of activity of marketing • understand the most important marketing terms and concepts and is able to explain and illustrate them by means of examples • apply the acquired knowledge and can link it to examples from practice • analyze marketing questions and advise on how to solve them on the basis of the acquired knowledge • become acquainted with the academic marketing literature • understand the marketing philosophy: market-oriented thinking.
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		