mgest1108
2024

UCLouvain

Marketing

5.00 credits	45.0 h + 20.0 h	Q2

Teacher(s)	Sinigaglia Nadia ;
Language :	French
Place of the course	Mons
Main themes	The topics covered in the Marketing course are: • Marketing today: 　• The evolution of the role and contribution of marketing in the economy and in business. 　• The new realities of marketing (big data and artificial intelligence, environmental concerns and responsible consumption, new possibilities for consumers and companies, distribution networks 4.0, social network marketing, collaborative marketing, socially responsible marketing). • Understanding the customer and his needs (understanding consumer behavior, understanding business-to-business markets, building a marketing intelligence system through the identification, collection and analysis of market insights, market studies and data marketing). • From the attractiveness and competitiveness analysis process within the identified market segments, to the construction of the marketing strategy: how does digital influence marketing strategies? • Implementation of the marketing strategy through operational marketing: new products, brand, distribution, price and communication.
Learning outcomes	**At the end of this learning unit, the student is able to :** Given the « competencies referential » linked to the LSM Bachelor in Management and Business Engineering, this course mainly develops the following competencies: 　• 2. Acquire a knowledge base: Actively acquire a knowledge base in different subjects (management, human science, economics, law, quantitative methods) that are essential for analysing issues in the various fields of management. 　• 3. Apply a scientific approach: Use a scientific approach to analyse concrete management problems and situations. 　• 6. Become a team player: Become a team member and player. 1　• 7. Manage a project: Organise and complete a project, taking into account the pre-defined objectives and the constraints of the project environment. At the end of the class, the student will be able to: 　• master the fundamental concepts of both strategic and operational marketing; 　• apply the fundamental concepts taught in case studies and/or exercises; 　• adapt its thinking to different contexts (commercial or non-profit companies, sustainable contexts, etc.); 　• analyze the marketing strategy implemented by a company/organization on the basis of secondary data.
Evaluation methods	In this course, student evaluation will be determined by two parts: • 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. 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). _Note_ : _In the group work assigned in the exercises sessions of this course, information sources must systematically be cited, according to the academic references standards. In case the student has used a generative AI, s/he must systematically mention the parts of his/her work in which s/he used this tool, by adding a bottom page note indicating if the generative AI tool has been used and the purpose of this use (information search, text writing and/or text revising). The student remains responsible for the content of its production, independently of the references used. Thus, by submitting a group work report for evaluation, the student asserts that: (i) it accurately reflects the phenomenon studied, and to do so, s/he must have verified the facts; (ii) s/he has respected all specific requirements of the work assigned to her/him, in particular requirements for transparency and documentation of the scientific approach implemented. If any of these assertions are not true, whether by intent or by negligence, the student has violated his/her commitment to truth with respect to the piece of knowledge produced in the context of his/her work, and possibly to other aspects of academic integrity, which constitutes academic misconduct and will be considered as such._

Teaching methods	Lectures Sessions of exercises related to the course
Content	This course is made up of four main parts. Part 1 : The fundamentals of marketing 1- Marketing in the economy 2- The new challenges of marketing Part 2 : Understanding the customer behaviour 1- Understanding customers' needs 2- Understanding buyer's behavior 3- The Marketing Information System Part 3 : Strategic marketing 1- The analysis of customers' needs through segmentation 2- The analysis of the segments' attractiveness 3- The analysis of the segments' competitiveness 4- Targeting and postioning 5- The choice of a marketing strategy 6- New product development Part 4 : Operational marketing 1- Brand 2- Distribution channels (Place) 3- Price 4- Communication
Inline resources	The Powerpoint slides are available on Moodle.
Bibliography	- ARMSTRONG G., KOTLER P., LE NAGARD-ASSAYAG E., SIDOKPOHOU-LEDEIN D., LOUPIAC P., LASRI S., LARDINOIT T., BUTORI R., DION D., et OBLE F. (2023), Principes de Marketing, 15ème édition, Pearson Education. - KOTLER P., KELLER K., MANCEAU D., et HEMONNET A. (2022), 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	Learning outcomes
Bachelor : Business Engineering	INGM1BA	5		🔍
Master [120] in Chemical and Materials Engineering	KIMA2M	6		🔍
Master [120] in Civil Engineering	GCE2M	6		🔍
Master [120] in Biomedical Engineering	GBIO2M	6		🔍
Master [120] in Mechanical Engineering	MECA2M	6		🔍
Master [120] in Electrical Engineering	ELEC2M	6		🔍
Master [120] in Physical Engineering	FYAP2M	6		🔍
Master [120] in Computer Science and Engineering	INFO2M	6		🔍
Master [120] in Computer Science	SINF2M	6		🔍
Bachelor in Management	GESM1BA	5		🔍
Master [120] in Electro-mechanical Engineering	ELME2M	6		🔍
Master [120] in Mathematical Engineering	MAP2M	6		🔍
Master [120] in Data Science Engineering	DATE2M	6		🔍
Master [120] in Data Science: Information Technology	DATI2M	6		🔍
Master [120] in Energy Engineering	NRGY2M	6		🔍