

5.00 credits

30.0 h + 15.0 h

Q2

Teacher(s)	Verardi Vincenzo ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	The course has three main components: Part 1: Introduction The development of marketing, client motivation, the buying process, marketing information systems Part 2 : strategic marketing market segment analysis, market appeal analysis, competition analysis, balancing a portfolio of products, choosing a strategy, new product development Part 3 : Operational marketing: The product, distribution, price, communication
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <p>1 This course has a number of objectives a) to help students understand the basic concepts involved in marketing, marketing thinking and the analytical tools used in marketing management. b) To apply the marketing way of thinking and its associated concepts and methods to concrete management situations. c) to develop students' decision-making capabilities (and organisation of group work).</p>
Evaluation methods	<p>The evaluation consists of two parts:</p> <p>A <b>group project</b> (40%): This project will require the drafting of a report (the details of which will be clearly explained during the exercises) that will be defended as a team, but the grade can be individualized based on the oral defense. It accounts for 40% of the total points. Attendance AND participation in these sessions are mandatory and will be monitored. Insufficient attendance may result in a lower individual grade for a student, or even its cancellation. Students that have to retake the exam have specific conditions, described in the course plan.</p> <p>For this part, the grade obtained at the end of the term (which counts for 40% of the final grade) is final up to and including the second session of the same academic year. There will be no opportunity to redo the work in the second session.</p> <p>An <b>individual exam</b> (60%): This part of the evaluation is a written exam that focuses on the understanding and application of theoretical knowledge (cases, articles, exercises, etc.). The exam is closed book. Everything takes place in French. It is a closed book exam.</p>
Teaching methods	<p>Each course will <u>approximately</u> cover one chapter of the reference book.</p> <p>The theoretical course <u>may</u> include some <b>lectures by professionals</b> (and/or videos), the content of which will be part of the exam material.</p> <p>The <b>practical team assignment</b> will be supported by exercise sessions. Attendance at these sessions is mandatory and will be monitored.</p>
Content	The course covers several chapters of the reference book (Lambin & de Moerloose, 2021). Detailed information will be available on Moodle.
Inline resources	<p><a href="https://moodle.uclouvain.be/">https://moodle.uclouvain.be/</a> code LINGE1321</p> <p>The site contains all the detailed organizational information, copies of the main slides used in the course as well as many more informations. Students must register there before the end of the first week of classes and consult it regularly.</p>
Bibliography	LAMBIN, Jean-Jacques, & de MOERLOOSE, Chantal (2021). <i>Le Marketing Stratégique et Opérationnel</i> . 10° éd. Dunod.

<p>Other infos</p>	<p>1. The course is taught in French, as are the evaluations. A passive knowledge of English is required.</p> <p>2. Attendance at the course is mandatory and will sometimes be monitored (e.g., during conferences).</p> <p>3. The points earned by the team for the assignment at the end of the semester may be individualized based on each team member's contribution. Attendance at all group work sessions and exercise sessions, is essential. Absence from these activities for reasons that are not academically acceptable (e.g., professional activities) may lead to the student being removed from their work group and receiving a grade of zero for this part. The grade obtained is final until the September session, as this part does not have a second session.</p> <p>The following prior knowledge is assumed to be mastered: A good review of mathematics and statistics is useful (standard deviation, derivatives, logarithms, weighted average, etc.), as well as basics in economics (supply/demand, elasticity, perfect competition, etc.) and finance (the difference between revenue and profit, between price and cost, the concept of inflation, interest, compound interest, etc.). Proficiency in English, Microsoft Excel, and PowerPoint are also prerequisites for the presentation of the assignment.</p> <p>Other modalities are detailed in the course syllabus, available on Moodle. Students must consult it at the beginning of the course.</p> <p>In this course, we promote the responsible and critical use of generative AI. If these tools are used, it is crucial to explicitly indicate their application and properly acknowledge all relevant sources.</p>
<p>Faculty or entity in charge</p>	<p>ESPO</p>