





The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

6.00 credits	30.0 h + 15.0 h	Q1
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Language :	English
Place of the course	Louvain-la-Neuve
Main themes	Part 1: The role of marketing in a company Part 2: Strategic marketing: The analysis of buyers' behaviour - Segmentation and selection of target markets - attractiveness analysis - competition analysis - Positioning - choice of development strategies Part 3: Operational Marketing: Product, Place, Price & Promotion
Learning outcomes	At the end of this learning unit, the student is able to : This course is intended to teach students the basic concepts of marketing in the field of marketing management as well as how to apply marketing analysis in concrete management situations and to a range of sectors of activity
Faculty or entity in charge	ESPO

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Minor in Management (ESPO students)	MINAGEST	4		
Approfondissement en communication (accessible uniquement pour réinscription)	APPCOMU	4		
Minor in Management (basic knowledge)	MINOGEST	4		
Bachelor in Economics and Management	ECGE1BA	6		
Mineure en gestion	MINGEST	5		