

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 :	French
Place of the course	Louvain-la-Neuve
Learning outcomes	
Evaluation methods	<p>The evaluation consists of three parts</p> <p>Group work (40%); this work will be defended orally as a team, but the mark may be individualised based on the oral defence. It accounts for 40% of the marks.</p> <p>For this part, the mark obtained at the end of the term (i.e. 40% of the final mark) is final up to and including the September session of the same academic year. There will be no opportunity to redo the work in the second session.</p> <p>An individual exam (60%); This part of the assessment is a written exam that tests the understanding and application of theoretical knowledge (cases, articles, exercises, etc.). The exam is closed book and the questions will be multiple choice with the possibility of one or two open questions.</p> <p>Tests on Moodle during the course will allow you to obtain a maximum of 2 bonus points. As these are bonus points, there is no possibility of retaking these tests. Practical work</p>
Teaching methods	<p>Lecture (with maximum interaction)</p> <p>Group work</p>
Content	<p>At the end of this teaching unit, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the basic concepts of marketing in the field of marketing management.</li> <li>• Students will also be able to apply marketing reasoning in concrete management situations and to a variety of sectors.</li> <li>• Particular emphasis will be placed on the ethical and societal impacts of marketing in order to enable students to apply these concepts as future professionals and engaged citizens.</li> <li>• In general, students will develop an interest in the discipline, understand its importance within the field of management sciences and approach it critically.</li> </ul>
Inline resources	See Moodle
Bibliography	<p>Le cours se base largement sur l'ouvrage de référence "<b>Marketing stratégique et opérationnel - 10e éd.</b>" de Jean-Jacques Lambin et Chantal De Moerloose et sur du contenu spécifique développé par le professeur et disponible dans les supports de cours. La matière comprend l'ensemble des supports mis à disposition ainsi que les commentaires et explications donnés au cours. Les étudiants sont donc vivement encouragés à assister au cours et à prendre note.</p> <p>Pour les aspects sociétaux du marketing, il peut être fait référence à l'ouvrage '<b>Le marketing peut-il sauver le monde</b>' de Nicolas Lambert publié aux éditions Racine. Il n'est pas indispensable pour les étudiants de se procurer l'ouvrage.</p>
Faculty or entity in charge	ESPO

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor : Business Engineering	INGE1BA	6		