

5.00 credits

30.0 h + 10.0 h

Q1

Teacher(s)	Kervyn Nicolas ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	
Learning outcomes	
Evaluation methods	This course is taught in french. Please consult the french version of the course description.
Content	This introductory marketing course enables students to understand how a marketing orientation enhances a company's performance in the design and market launch of its products. The course places primary emphasis on strategic marketing. Strategic marketing topics include consumer needs analysis, segmentation, analysis of segment attractiveness and competitiveness, targeting, and product positioning. Operational marketing covers the concepts of product, brand, price, distribution, and communication. Students will develop marketing reasoning based on a rigorous approach applied to real-world business management situations (working on actual case studies discussed during practical sessions).
Bibliography	Lambin, J. J., de Moerloose, C., & Kervyn N. (2025). <i>Marketing stratégique et opérationnel (11ème édition)</i> . dunod. Kotler, P., Keller, K. L., Manceau D., Hemonnet-goujot A. (2022). <i>Gestion du marketing</i> 16e édition Pearson Education Ltd.
Other infos	1. The course is given in French . Assessments as well. 2. This course is part of a full-time daytime degree (GEST2M1). Attendance at class is mandatory, it will sometimes be checked (eg during conferences).
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [60] in Management	GEST2M1	5		