

Marketing 1

ECTS : 6

Description du contenu de l'enseignement :

This course aims at giving a general overview of the marketing field, with an emphasis on the study of consumer behaviour and marketing communications. The focus is placed on developing an understanding of the psychological and social factors that influence the different aspects of human behaviour in the marketing and consumption context in the broad sense. The module will also clarify how characteristics of consumers can be measured or understood and how such measurements and understanding support marketing decision-making.

Compétence à acquérir :

By the end of the module, you should be able to:

- Discover and understand the key notions and tools of marketing
- Understand the importance of consumer insights
- Apply contemporary models of consumer behaviour and communication science
- Identify the methods used to access information about consumers and be aware of their respective strengths/weaknesses

Mode de contrôle des connaissances :

The course evaluation will be based on:

- An individual exam (50%)
- A group project (30%): by groups of 4 students, you will analyse an outdoor advertisement of your choice following the analytical framework provided in class (introduction, context, interpretation, evaluation, conclusion).
- A group tutorial exercise (15%): by groups of 4 students, prepare one tutorial exercise and present it to the class. It should last 15 minutes and be as interactive and dynamic as possible. Tutorial exercises are chosen to illustrate concepts seen in class, so no need to reexplain them again.
- Class preparation and active participation (5%)