

Principles of Marketing

ECTS : 6

Volume horaire : 45

Description du contenu de l'enseignement :

Course Description:

Session 1 : Introduction to marketing and to the module

Session 2 : Marketing mix - Product and services

Session 3 : Marketing mix - Communication

Session 4 : Marketing mix - Distribution

Session 5 : Marketing mix - Price /Group project presentations: Observation phase debrief

Session 6 : Marketing strategy + branding

Session 7 : Understanding the market environment + Market research

Session 8 : Understanding consumers /Group project presentations: Secondary data phase debrief

Session 9 : Contemporary issues in marketing

Session 10 : Simbrand Business Game

Session 11 : Simbrand Business Game

Session 12 : Simbrand Business Game /Group project presentations: Primary data phase debrief

Compétence à acquérir :

This course aims at giving a general overview of Marketing, developing its main concepts, methodologies and practices. This introductory course will provide a good basis for students who wish to pursue with a master's in marketing, as well as those who are curious to know more about the fundamentals of this subject.

The specific objectives of this course are the following:

- Discover and understand the key notions and tools of marketing
- Understand the importance of consumer insights
- Discover the components of a marketing strategy as well as those of the marketing mix
- Evaluate and critically analyse a marketing strategy
- Understand current developments in the marketing discipline

Mode de contrôle des connaissances :

The course evaluation will be based on: - An individual project (50%) - A group project (35%) - A marketing simulation game (15%)

Bibliographie, lectures recommandées :

Kotler, P., Armstrong, G., Harris, L. C., & Piercy, N. (2017). Principles of Marketing (7th European ed.).