Principles of Marketing

ECTS : 6

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Langue du cours : Français

Volume horaire : 33

Description du contenu de l'enseignement :

This course aims to present the main concepts, methods, and practices in marketing that companies use today to develop and enhance their offerings. This introductory module is intended for students who wish to pursue a marketing track in the first year of the Master's program, but also for those who, without necessarily planning a career in marketing or sales, nonetheless need to understand the role of marketing and master its principles within an organization. This course is on Moodle.

1 Introduction, Strategic Marketing and Marketing Strategy
2 Brand Management and Consumer Behavior
3 Product and Price policies
4 Promotion and place policies
5 Ethical Marketing and Digital Marketing
6 Project Group (Strategy)
7 Project Group (Market studies)
8 Project Group (Operational decisions)
9 Debate + Marketing international 10 Marketing surprises
11 Project Groupe - Final Presentations
12 Final exam

Compétences à acquérir :

By the end of this course, students will be able to:

- Understand the fundamental concepts, principles, and frameworks of marketing;
- Explain and apply the concepts of market segmentation, targeting, and positioning;
- Appreciate the importance of consumer behavior in shaping marketing strategies;
- Develop marketing strategies for products launches;
- Apply marketing concepts to real-world business scenarios and case studies;
- Demonstrate awareness of ethical considerations in marketing decisions;
- Reflect critically on marketing trends and challenges in contemporary business environments;
- Communicate marketing ideas effectively in written and oral form;
- Work collaboratively in teams to create marketing project proposals or presentations.

Pré-requis obligatoires

None.

Mode de contrôle des connaissances :

The assessment consists of:
- a final in-person written exam grade (50%)
- a grade for the innovation project completed in groups of 3 to 5 students (40% for the final project report and the final presentation in class)
- a grade for "marketing surprises" (10%)
The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Attendance

Attendance is mandatory. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade.

Class Participation

Active participation is encouraged, as it contributes to making classes more engaging and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. When participation is part of the course assessment, it is evaluated based on the quality of contributions rather than their quantity.

Exam Policy

Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a grade of zero when calculating final averages. All exams must be submitted at the end of the examination period.

Communication and Grading

All questions or concerns regarding grading or course policies must follow the official procedures. No direct negotiation with instructors about grades or assessments is permitted.

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- Solomon, M. R., & Russell, C. A. (2024). Consumer behavior: Buying, having, and being (14th Global Edition). Pearson;
- Kotler, P., & G. Armstrong et S. Balasubramanian (2023). Principles of Marketing. (19th Global Edition). Pearson.

Sarah Lasri is a Senior Lecturer at Université Paris-Dauphine. She initially specialized in healthcare marketing and currently focuses more broadly on CSR (Corporate Social Responsibility) issues for companies, particularly in the context of marketing practices. She is also the program director of the Master 2 in Product Management and Retail.

Document susceptible de mise à jour - 03/11/2026

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