Marketing

ECTS : 6

Volume horaire : 50

Description du contenu de l'enseignement :

This unit will provide the students with an opportunity to discover, explore and master the fundamental concepts of Marketing in order to develop a foundational knowledge of the discipline and gain an overview of all its various elements.

Compétence à acquérir :

By the end of this module, students will have demonstrated:

Knowledge

1. an understanding of the basic principles of Marketing including its key concepts and processes.

2. a thorough understanding of the fundamentals of Marketing Research and Consumer Knowledge, Marketing Strategy and Marketing Mix that can be directly applied to situations in the retail environment as well as the workplace.

3. an understanding of the main tools currently used in organisations to efficiently manage brands in the long term.

Skills

4. an ability to thoroughly analyse a brand or a business including its market environment (internal & external), its consumer needs and its current marketing strategy and positioning.

5. an ability to develop and recommend realistic, sound and efficient marketing actions to address its challenges and enhance the brand's current positioning.

6. the necessary skills to make relevant marketing decisions under time and competition pressure working in and influencing a team.

Values and Attitudes

7. an ability to differentiate and engage in ethical practices in marketing.

8. the ability to work in a team over the course of the term, recognising and respecting other's ways of working and culture.

9. an ability to put forward straight-to-the-point, well-researched, relevant and well-articulated arguments to demonstrate a marketing mindset.

Mode de contrôle des connaissances :

The course evaluation will be based on: 1. An in-class individual exam (50%, during exam week) to evaluate the student's understanding of all concepts covered in the sessions from the beginning of the term, including insights from readings. This exam will be based on a couple of articles presenting a current brand or business situation, asking students to explain key concepts and apply their understanding to this specific brand. 2. A Marketing Project (25%): an opportunity to analyse a company's current market environment, and current marketing strategy as well as an in-depth analysis of all the mix elements to then define and present value-adding recommendations to improve the brand positioning. 3. A Simulation Game (15%) played over the course of a day and facilitated by the lecturer to give students opportunities to make marketing strategic decisions and reflect on their impact on the business results in the market in the short/long term. 4. Individual mid-term oral evaluation (10%) to allow students to assess their knowledge intake and highlight any specific gap in preparation for the end-of-year exam.

Bibliographie, lectures recommandées :

Core Sources Kotler, Armstrong, Harris & He (2019). **Principles of Marketing**, European or Global Edition. Pearson Education Dauphine Library: 9781292269610 Link to selection page. Russell, E. (2010). **The fundamentals of Marketing**. AVA Publishing Dauphine Library: AN 295737. Direct link here.