MKT521
MARKETING PROJECT MANAGEMENT AND TOOLS

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : DEL BUCCHIA CELINE LOUISE , ROUX MICHAEL , SNIJDERS Wiemer harpert
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☰ COURSE DESCRIPTION

This module is delined in two courses:

- **Developing a marketing strategy** (16 hours). This course is based on a one week full time marketing project, built up in partnership with a company. Students will work in groups in order to answer the marketing strategy question asked by the company
- **Project management and skills' portfolio** (14 hours). This course will run throughout the semester and give students the opportunity to learn key project management tools and skills essential for product managers. They will have the opportunity to put these concepts into practice in real life projects. Students will also have the opportunity to reflect on the needed skills for their future job and assess their own appropriation.

☰ COURSE OBJECTIVES

- **Developing a marketing strategy**: having completed this course, sudent are expected to demonstrate and understanding of the key concepts in marketing and to be able to implement them in order to propose marketing strategy answering a real life marketing question.
- **Project management and skills' portfolio:** having completed this course, students are expected to demonstrate their ability to manage a real life marketing project and their appropriation of key product managers' skills.

☰ LEARNING OBJECTIVES

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC

C4B learning goal	LG5 - Cooperation
C4B learning objective	LO14 - Work effectively in a team
Outcomes	Lev. 0 - NC

☰ TACKLED CONCEPTS

- **Developing a marketing strategy**: market analysis, segmentation, targeting, positioning, consumer insight, brand strategy
- **Project management and skills' portfolio:** project management tools & skills, agile thinking, creative design, leadership, team management

☰ LEARNING METHODS

Lectures
One week professional real life project (Developing a marketing strategy)
Fil rouge real life professional project (Project management and skills' portfolio)
Team work
Coaching & feedback sessions

☰ EXPECTED WORK AND EVALUATION

- **Developing a marketing strategy:** as a team, propose a marketing strategy answering the company's question. Pitch.
- **Project management and skills' portfolio**: team work throughout the semester on the professional projects. Reflecting about the skills acquired during the semester vs the expectations of the recruiters.

≡ BIBLIOGRAPHY

Required Reading : Dolan, R. (2000) Note on Marketing Strategy.

Recommended textbook : Mullins J., Walker J.R. and Orville C (2013), Marketing Management, a strategic decision-making approach, MC GRAW HILL, 8th Edition

≡ EVALUATION METHODS

50 % : Final Exam
50 % : Group assessment

≡ SESSIONS

1 | Project briefing
BRIEFING : 02h00

- Sodastream's project briefing
- Pedagogical briefing
- Roadmap of the course

2 | Introduction to strategic marketing
LECTURE : 01h30

- Strategic marketing
- Brand identity
- Segmentation, targeting, positioning
- Marketing quizz

3 | Workshop
MEETING POINT : 04h00

Find your persona and your consumer insight

4 | Creativity session
PRACTICAL WORK : 02h00

Find breakthrough ideas

5 | Workshop
MEETING POINT : 01h30

Select your concept

6 | Project restitutions
GROUP PRESENTATION : 01h30

Pitch your strategy & concept

7 | Final project restitution debrief
GROUP PRESENTATION : 01h30

- Pitch your strategy and concept
- Sodastream's feedback and debrief

8 | Feedback session
MEETING POINT : 02h00

- Professor's feedback : best in class, areas of improvement, recommendations
- Student's feedback on the project

9   Introduction to marketing project management and skill's portfolio
LECTURE & CASE STUDIES & EXERCISES : 02h00

- Introduction to the course & roadmap
- Marketing skill's review
- Presentation of the marketing skill's portfolio

10   Multicultural workshop
PRACTICAL WORK : 02h00

Multicultural workshop

11   Start organizing your marketing project
PRACTICAL WORK : 02h00

- Explicit the different parts of a project
- Define team role and targeted achievements
- Design a plan /Use relevant tools

12   Idea generation workshop
MEETING POINT : 02h00

- Find your ideas
- Select your ideas

13   Video workshop
MEETING POINT : 02h00

Generate a video pitch

14   Re-organize your project
PRACTICAL WORK : 02h00

- Feedback about the first stage of the project (marketing of innovation)
- Roadmap for the second stage of the project (bringing to market): reconfigure team role, build from existing value proposition, adjust relevant tools

15   Reflexive feedback
PRACTICAL WORK : 02h00

- Reflexion about the skills developed during the project and areas of improvement for the future
- Reflexion about the marketing project methodology

MKT522
MARKETING OF INNOVATION

Number of ECTS credits : 4
Course language : English
 Course leader : ROUX MICHAEL
Speakers : HRISTOV LATCHEZAR

≡ COURSE DESCRIPTION

Developing Value Proposition is the main purpose of marketing activities (Vargo and Lusch, 2004). How to deliver value?
This module adresses the key main issue related to the value proposition: innovation. Product and service innovation are regarded as central to firms' competitiveness and profitability. Evidence suggests that innovating firms grow faster, achieve higher productivity and generally are more profitable than non-innovators. Innovation is however a challenging management process which requires a set of management skills and knowledge. This course adopts a marketing perspective to New Product Development and product diffusion. It draws on contemporary management practices and analytical tools that can aid managers in maximising the effects of innovation by successfully creating and matching products to markets. It also draws on business models innovation.

≡ COURSE OBJECTIVES

Having completed this course, students are expected to demonstrate an understanding of :

- the logic and applications of contemporary management models of innovation
- the elements of the new product development process in manufacturing and in service industries
- the management implications of product diffusion and the product life-cycle
- undertake in a professional manner a coherent and in-depth market analysis with reference to subsequent management decision making
- analyse real-life case studies working effectively in teams
- Strategic options the firm is facing to develop a coherent pricing strategy.

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO9 - Develop innovative solutions and test them
Outcomes	Lev. 0 - NC

≡ TACKLED CONCEPTS

Typologies of innovation
Management models of innovation
Types of NPD processes
New product diffusion and product life cycle management
Value creation

≡ LEARNING METHODS

Lectures
Real life professional project
Project launch, workshops, meeting points, project innovation conference

☰ EXPECTED WORK AND EVALUATION

Propose a marketing innovation answering the company's question. Pitch.

☰ BIBLIOGRAPHY

Mooradian, T., Matzler, K. and Ring, L. (2014) Strategic Marketing, Pearson

Jobber, D. and Ellis-Chadwick, F. (2012) Principles and Practice of Marketing, Seventh Edition, McGraw-Hill Education

Spinelli, S. and McGowan, H. (2014) Disrupt Together: How Teams Consistently Innovate, 1/E, Pearson

Trott, P. (2012) Innovation Management and New Product Development, FT, Prentice Hall, 5th Edition

Iannuzzi, A. (2012) Greener Products: The Making and Marketing of Sustainable Brands, Taylor and Francis Group

Crawford, C. Merle, Di Benedetto and C. Anthony (2011) New Products Management, McGraw-Hill, 10th Edition

☰ EVALUATION METHODS

100 % : Group assessment

MKT523
BRINGING TO MARKET

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : DAS Ronnie , LE GOFF Yanis , OCHS Adeline , ROUX MICHAEL , SCHEGERIN
Matyas

☰ COURSE DESCRIPTION

Bringing products on the market supposes to identify and implement optimized solutions to distribute products and/or services. It is a complex mechanism depending on retailers strategy, buyers behaviors and relationships with the stakeholders (brands, retailers…). For the 5 last years, retail has been confronted to a huge revolution. In this hyper-connected world, consumer behaviors and the retailer's business models have been deeply transformed, in a combination of online and offline channels.

The objective of this course is to guide participants in developing analytical and managerial skills in retail marketing. What are the key stakes and challenges? What are the new trends in retail regarding Internet revolution? How consumer's behaviors have been transformed?

Students will have the opportunity to put this concept into practice with "the golden thread project". Following the marketing of innovation course, students will develop a marketing operational launch plan for the selected innovation. Focusing on retail, but also on communication strategy, the marketing plan will have to be developed in line with a given budget.

☰ COURSE OBJECTIVES

- Identify key stakes and challenges to sell products/services by bringing them to the market
- Analyze the retailers strategies and performances
- Define buyers behaviors and profiles depending on the market
- Analyze merchandising within a store
- Identify the keys stakes regarding relationships with suppliers
- Develop a marketing launch plan
- Design concrete marketing actions according to the marketing plan with given objectives and budget
- Provide professional delivery and work effectively in teams

☰ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 3 - Support one's conclusions and issue well-reasoned recommendations

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 3 - Support and argue new proposals in a context where they were not envisaged

☰ TACKLED CONCEPTS

Retailing, omnichannel, communication strategy, consumer behavior, merchandising, retail performances

☰ LEARNING METHODS

Lectures
Real life professional project
Project launch, workshops, meeting points
Professional conferences
Retail safari
Study case

☰ EXPECTED WORK AND EVALUATION

Students will be assessed with a continuous assessment and a final exam. Regarding the continuous assessment, the work will be assessed in teams:

- « golden thread project »: a marketing plan and concrete actions based on a given budget (group presentation + PowerPoint) ;
- participation in class ;
- retail safari project (visit and observe a group of stores using ethnomarketing techniques and make a discovery report)
- "what's new in retail?": follow and present news in retail

The continuous assessment will evaluate your ability to "Support and argue new proposals in a context where they were not envisaged".

Regarding the final exam, students will be assessed individually. The final exam will evaluate your ability to "Support one's conclusions and issue well-reasoned recommendations".

☰ BIBLIOGRAPHY

Recommended bibliography

- **Retail Marketing Management: Principles and Practice (2015),** Helen Goworek et Peter McGoldrick, Pearson

Optional bibliography:

- **Retail Management,** 2017, Pearson, B. Berman, J. R. Evans, P.M. Chatterjee, 13th Edition
- **Internet retailing and future perspectives,** 2017, Eleonora Pantano, Bang Nguyen, et al. 2nd edition, Routledge
- **Food retailing and sustainable development**: European perspective, Laure Lavorata, Leigh Sparks, 2018, Emerald

☰ EVALUATION METHODS

50 % : Final Exam
50 % : Group assessment

☰ SESSIONS

1

Introduction - RETAIL MARKETING
LECTURE : 02h00

Course presentation (agenda, objectives, assignment, …)

Introduction to retail marketing

- **What is retail?** functions, retail channels, retailing mix

2

New trends in retail marketing
LECTURE : 02h00

- **Introduction to ethnomarketing**
- *New trends - COVID Impact on retail trends*
- *Lecture:* **Malick Dereix** *(Carrefour)*

3

Omnichannel retailing
LECTURE : 02h00

- DNVB physicalization
- Stores digitization
- Lecture and study case: Yanis Legoff: From Amazon to Vite Mon Marché,…

4

Retail and e-retail performance
LECTURE : 02h00

Market potential, catchment area, and turnover

5 | Retail safari & merchandising
LECTURE : 02h00

Retail safari presentation

Merchandising (1/2): seduction and relation

- What is merchandising?
- The atmospherics and store design

6 | Merchandising (2/2): organization and management
LECTURE : 02h00

Organization: layout, universes, linear

7 | Relationship with suppliers & category management
LECTURE : 02h00

- The role, relations, negotiation, central purchasing
- **Professional lecture: AnneLaure Jouan (L'Oréal)**

8 | Synthetic case
LECTURE : 02h00

Walmart case study

MKT524
CAPTURING MARKET INSIGHTS

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : DAS Ronnie , DE BOCK KOEN , MIFSUD
MATTHIEU

☰ COURSE DESCRIPTION

The Marketing priorities for the next coming years, according to the Marketing Science Institute, refer to getting a better understanding and getting closer to customers.

On the one hand there is a need to develop a better understanding of how people consume and how consumption is part of their life. This implies having a more in depth understanding of consumer subjective experience. One of the challenges of companies is to design experiences, not only products. And understand which experiences make a difference for customers and which are not worth the investment.

On the other hand the explosive growth in sources and quantity of data available to firms is leading them to develop new tools to analyse market et customer data. How to they integrate multiple data sources, and use the wealth of information to come up with better insights?

☰ COURSE OBJECTIVES

After successful completion of this course, students should be able to:

- Conduct in-depth quantitative analysis
- Use the main statistical operations and tests
- Understand basic univariate statistics and methods, bivariate statistics, correlation, linear regression, conjoint analysis, web analytic and text mining.
- Translate a management decision problem into a marketing research problem and study design

Use the data analysis software such as Rapidminer, EXCEL / XLSTAT to conduct statistical analyses

☰ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 0 - NC

C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 0 - NC

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO9 - Develop innovative solutions and test them
Outcomes	Lev. 0 - NC

☰ TACKLED CONCEPTS

Data science, data mining, machine learning, data types, big data, supervised learning, unsupervised learning, clustering, similarity measures, correlation, regression, classification, logistic regression, decision trees, conjoint analysis, web analytics, text mining

☰ LEARNING METHODS

The courses will be taught using a combination of lecture, short exercises in class, and case studies.

The programme will be intensive and highly interactive, making use of a number of case studies, as well as a using series of examples from a wide spectrum of industries. The teaching strategy will encourage the students to adopt a critical and reflective approach to course content. The group discussions and presentations and real-life projects will be used to provide the students with a forum where they will be presenting their views and exploring a wide range of marketing and innovation issues and topics.

☰ EXPECTED WORK AND EVALUATION

Individual and team work

☰ BIBLIOGRAPHY

Recommended Readings:

- Managing the Customer Experience: Turning customers into advocates, B. Schmitt, FT Press.
- Pine B. J., Gilmore J. H., The experience economy, Harvard Business
- Press 2011.
- How to conduct surveys – a step by step guide, A.Fink 2013 (5th edition)
- Quantitative Methods: An Introduction for Business Management, P.Brandimarte 2011
- Quantitative Methods for Business Paperback, D Waters 2011(5th edition)
- Quantitative Methods for Decision Makers, Mik Wisniewski 2009 (5th Edition)

☰ EVALUATION METHODS

50 % : Final Exam
50 % : Group assessment K. De Bock

MKT525
INTEGRATED MARKETING COMMUNICATION IN THE DIGITAL AGE

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : BALUSSEAU VINCENT

≡ COURSE DESCRIPTION

This course introduces the key concepts, issues, frameworks as well as the key channels/disciplines that shape the Integrated Marketing Communications landscape for B2C brands, at a time when marketers are under great pressure to demonstrate the effectiveness and efficiency of their MarComs efforts.

Although the main Paid, Owned and Earned Media/Assets marketers can resort to are defined and illustrated, the course tends to focus on the advertising side of Marketing Communications, hence on Paid Media and its associated discplines.

Traditional channels and tactics, as well as digital ones, are discussed. However, digital channels and tactics constitute the core of the course, as the related expertises are highly sought after on the job market.

Last, the course embraces both the creative AND the data-driven/automated dimensions of the practice of Marketing Communications today, particularly as it pertains to Paid Media. Doing so, the course tries to explain and illustrate the roles played by "Magic" (creativity, intuition, craft) and by "the machines" (AdTech, notably) in advertising and MarComs success.

≡ COURSE OBJECTIVES

Having completed this course students should be capable of :

·   Defining the key notions and trends that shape the current advertising and Marcoms landscape (e.g. : programmatic advertising).

·   Analysing/identifying MarComs issues through key practical frameworks and decision-making tools, such as the brand funnel, the consumer journey or the Paid-Owned and Earned Media framework.

·   Selecting the right key paid disciplines and tactics available to today's marketers, for every stage of the marketing funnel and key communication issues.

.   Designing an integrated campaign, focusing on branding, as well as selecting the right building-blocks for a lower-funnel/performance campaign.

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 2 - Select appropriate disciplinary fields to resolve a problem / situation

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO9 - Develop innovative solutions and test them
Outcomes	Lev. 2 - Think "out of the box" to imagine and submit new ideas. Arbitrate between innovative ideas

☰ TACKLED CONCEPTS

- Marcoms and advertising, Martech and Adtech.
Paid, Owned, Earned Media.
- Key principles of the Marketing funnel ; Branding vs Direct Response objectives, long term vs short term, effectiveness vs efficiency.
- Advertising fundamentals : Media strategy (including targeting) and Creative strategy ; How advertising works.
- Branding basics : awareness, saliency, brand image (including their measurement).
- The different applications of the marketing funnel : brand funnel, conversion funnel, growth funnel, consumer journeys. The key objectives at each stage of the funnel, the associated KPIs and major advertising and non-advertising channels/levers : mass-media advertising ; SEO/SEA, Display, Social Ads, Online video advertising, Content marketing (including influencer marketing).
- Rise of data and automation in marcoms : key technologies enabling 1/consumer tracking and fine-grained targeting 2/MarComs performance evaluation the digital age. AdTech and MarTech.
- Focus on the role of data and automation in advertising today : Programmatic advertising and Precision marketing.
- The "big idea" : a framework for building an integrated campaign geared at branding objectives.

☰ LEARNING METHODS

Methods used in the course include lectures ; class discussion based on video cases studies from award-winning marketing campaign ; ; exercices for performance marketing ; one large group assignment and presentation based on a real-life agency brief.

☰ EXPECTED WORK AND EVALUATION

Individual exam will consists of two essays (that might include some calculations) that are used to validate a proper understanding of key concepts and methods taught in class, as well 1/ Identify and define communication issues, set priorities and associated KPIs, 2/ Provide a solution for a MarCom issue, by selecting the right disciplines/channels given the issue at hand.

The individual exam accounts for 60% of the final grade.

The group assignment consists of a real-life brief provided by an advertising agency, for a global brand. Students will be asked to design an innovative and truly creative integrated campaign focusing on Branding (upper-funnel) objectives, and come up with a creative and media strategy. They will also play creatives, so as to show what the final creative assets might look like.

The group assignment accounts for 40% of the final grade.

☰ BIBLIOGRAPHY

There are no required textbooks for this class, but three sets of videos and articles will be handed out before four sessions.

A first one will serve as an introduction to SEA and SEO, using Google Garage UK training videos.
A second set of videos provides an introduction to AdTech, and to the role data and automation play in current advertising practices. These video modules have been created by the course instructor.
A third set of articles focuses on content marketing, its roles and best practices.
A fourth set of videos zooms in on an application of the marketing funnel : the consumer journey. These video modules have been created by the course instructor.

☰ EVALUATION METHODS

60 % : Final Exam
40 % : Group Assessment

☰ SESSIONS

1 **COURSE INTRODUCTION, MARCOMS AND ADVERTISING BASICS (1)**
LECTURE & CASE STUDIES : 02h00

COURSE INTRODUTION :

THE MAGIC AND THE MACHINES : THE SKILLS THAT TODAY'S MARKETERS NEED TO MASTER.

MARCOMS AND ADVERTISING BASICS :

1. THE MARKETING COMMUNICATION MIX : ADVERTISING AND BEYOND.

2 | MARCOMS AND ADVERTISING BASICS (2)
LECTURE & CASE STUDIES & EXERCISES : 02h00

2. CREATIVE AND MEDIA STRATEGIES
3. BRANDING VS DIRECT-RESPONSE OBJECTIVES AND TACTICS (INTRODUCTION).

3 | MARCOMS AND ADVERTISING BASICS (3)
LECTURE & CASE STUDIES : 02h00

4. CAMPAIGNS VS ALWAYS-ON PROGRAMS
5. ADVERTISING VS CRM
6. PAID, OWNED AND EARNED MEDIA
7. INBOUND VS OUTBOUND MARKETING

4 | THE EPIC SPLIT (1)
LECTURE & CASE STUDIES : 02h00

1. A BIT OF MAGIC (AND CRAFTMANSHIP).
FOCUS ON THE CREATIVE STRATEGY.

5 | SPECIAL SESSION : GETTING READY FOR THE GROUP ASSIGNMENT : HOW TO DESIGN AN INTEGRATED COMMUNICATION CAMPAIGN
BRIEFING : 02h00

1. A FRAMEWORK FOR DESIGNING AN INTEGRATED COMMUNICATION CAMPAIGN

2. BRIEF FOR THE GROUP ASSIGNMENT

6 | THE EPIC SPLIT (2)
LECTURE & CASE STUDIES : 02h00

1. A BIT OF MAGIC (AND CRAFTMANSHIP).
FOCUS ON THE MEDIA STRATEGY, MEDIA-PLANNING 101 IN THE TRADITIONAL MEDIA SPACE.

7 | THE EPIC SPLIT (3)
LECTURE & CASE STUDIES & EXERCISES : 02h00

2. A BIT OF MACHINES :
REVIEW OF WHAT STUDENTS LEARNT THROUGHOUT THE VIDEO MODULES.

THE BROKEN PROMISES OF PROGRAMMATIC ADVERTISING AND ADTECH

3. A BIT OF BOTH.

8 | IDENTIFYING PRIORITIES AND SETTING OBJECTIVES (1)
LECTURE : 02h00

1. THE MARKETING FUNNEL, KEY PRINCIPLES.

9 | IDENTIFYING PRIORITIES AND SETTING OBJECTIVES (2)
LECTURE : 02h00

2. THE FUNNEL AT WORK
3. A FOCUS ON CONSUMER JOURNEYS AND 4. A FOCUS ON BRAND TRACKING STUDIES.

REVIEW OF WHAT THE STUDENTS LEARNT THROUGHOUT THE VIDEO MODULES.

10   KEY ISSUES IN THE BRANDING SPACE (1).
LECTURE & CASE STUDIES : 02h00

1. SOME BASICS :

KEY PRINCIPLES OF MEDIA EFFECTIVENESS

2. MAINTAINING BRAND SALIENCY (PART 1).

11   KEY ISSUES IN THE BRANDING SPACE (2).
LECTURE : 02h00

2. MAINTAINING BRAND SALIENCY (PART 2).

3. BUILDING BRAND IMAGE.

MKT526
CRITICAL MARKETING

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : GOODMAN JENNIFER , MAILLET JOSE , OCHS Adeline , ROUX MICHAEL

☰ COURSE DESCRIPTION

This course aims to:

- Foster critical thinking skills of future product managers as members of their company but also as citizens: what are the links and contradictions between marketing and CSR? How to take ethical / social / environmentali issues into account in marketing strategy and actions?
- Identify CSR issues linked to marketing strategy and to encourage students to defend a personal position regarding these issues
- Develop an operational approach in order to answer these questions: how to change attitudes into behaviors? How to communicate on CSR issues in the real world (ie with colleagues, with managers...)?
- Implement a debate and discussion about these issues with professionals, fostering challenge of ideas.

☰ COURSE OBJECTIVES

Having completed this course, students are expected to:

- Challenge the marketing mix in integrating the sustainability perspective
- Define key points to improve the marketing mis of a product to be more sustainable
- Understand tools to measure the environmental impacts related to marketing
- Challenge the development of immersive and connected marketing in integrating psychological and social perspective
- Identify key risks of immersive and connected experiences
- Understand social and psychological impact of these experiences

☰ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO1 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 0 - Niv. 0 - NC

C4B learning goal	LG4 - CSR
C4B learning objective	LO11 - Identify ethical issues and act on them from an ethical perspective
Outcomes	Lev. 0 - NC

☰ TACKLED CONCEPTS

- Sustainable marketing mix
- Sustainable consumption
- Low-carbon marketing
- Reward circuit and consumer behavior
- Immersive marketing and connected marketing : limits and risks

☰ LEARNING METHODS

Lectures
Students choose between 2 projects :

- Developing a sustainable marketing mix for a company
- Developing a real life event that will develop public's critical thinking towards immersive and connected marketing experiences

1 discussion conference per theme with stakeholders / professionals.

≡ EXPECTED WORK AND EVALUATION

Project restitution

≡ BIBLIOGRAPHY

Recommended :

- 2013. sustainable marketing, Diane Martin, John W Shouten, Pearson
- 2009. Greenhouse gas-emissions target for limiting global warming to 2°C, Meinhausen M&N, Hare W, Raper SCB, Frieler K, Knutti R, Frame DJ, Allen MR, Nature
- 2019, The Dark Side of Customer Relationship Management Practices in the data age: managing resistance and perceived intrusion for responsible practices. Lancelot-Mitjen C, Mimouni Chaabane A, Pez-Pérard V. In Augmented Customer Strategy, CRM in the digital Age, N'Goala G, Pez-Pérard V & Prim-Allaz I, Wiley
- 2016, Consumer vulnerability: conditions, contexts and characteristics, Piacentini M., Dunnet S., Hamilton K., Routledge studies in critical marketing.

≡ EVALUATION METHODS

50 % : Final Exam
50 % : Group assessment

≡ SESSIONS

1 Introduction to critical marketing
LECTURE : 01h00

- What is critical thinking?
- Marketing & critical thinking: stakes & issues
- Roadmap of the module

2 Introduction - Sustainable marketing mix
LECTURE & CASE STUDIES : 03h00

- What is sustainable marketing?
- From strategy to the marketing mix
- Sustainable consumer behaviors

3 Implementing a sustainable marketing mix
LECTURE & CASE STUDIES : 03h00

- Product : eco-conception, functionnal economy
- What is a rightful price ?
- Sustainable retailing
- Sustainaible communication
- Sustainability and digital

4 Low carbon strategies: a marketing challenge
LECTURE & CASE STUDIES : 03h00

- Greenhouse gas emissions, a historical approach
- Analysis of the relationship between energy and economy
- Marketing strategies to face greenhouse gas emissions challenges

5 Introduction: dark side of immersed and connected marketing
LECTURE & CASE STUDIES : 02h00

- Consumer psychology and behavior : reward circuit, narcisism, attention mecanisms, authority & social pressure
- Organisation of the course, project presentation

6 Critical approach to connected consumer experiences
LECTURE & CASE STUDIES : 03h00

7 **Dark side of immersive & connected experiences: project briefing**
BRIEFING : 02h00

Project briefing

8 **Critical approach to immersive consumer experiences**
LECTURE & CASE STUDIES : 03h00

9 **Project workshop**
MEETING POINT : 03h00

Team workshop on either sustainable marketing or the dark side of immersive and connecte marketing

10 **Roundtable "implementing sustainability in the marketing mix"**
GROUP PRESENTATION : 03h00

- Project restitution
- Students pitch and exchange with professionals
- Roundtable on the main subjects and feedbacks

11 **Roundtable "the dark side of immersive and connected consumer experience"**
GROUP PRESENTATION : 03h00

- Restitution of project deliverables
- Students pitch and exchange with professionals
- Roundtable on the main subjects & feedbacks

MKT527
SPECIALIZED MARKETING SKILLS

Number of ECTS credits : 4
Course language : English
Course leader : ROUX MICHAEL
Speakers : JOLIVEL Delphine , LIMA Vitor

☰ COURSE DESCRIPTION

This module will provide students with specialized expertise on two key marketing topics:

- **International marketing** (18 hours): It should be apparent by now that companies and organizations planning to compete effectively in world markets need a clear and well-focused international marketing plan that is based on a thorough understanding of the markets in which the company is introducing its products.
  The challenge then is to ensure that any international strategy has the discipline of thorough research, and an understanding and accurate evaluation of what is required to achieve the competitive advantage including adapting the marketing mix to consumers' expectations in the tackled market(s).
- **Marketing for luxury goods** (12 hours): luxury brands follow their own rules, which are different from consumer goods. Students will learn the specificities of luxury brand marketing and how to develop and implement a marketing strategy for luxury brands.

☰ COURSE OBJECTIVES

Having completed this module, students are expected to have:

- The decision sequence in international marketing and what needs to be taken into account
- How to find and analyze information
- How the Marketing Mix elements are integrated in the international marketing plan
- How you need to adapt the elements of the marketing mix to your tackled market(s)
- A good understanding of the specificities of luxury goods
- An ability to make recommendation to develop luxury brands
- An ability to make recommendation to improve customer experience of luxury brands

☰ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO2 - Analyse complex situations
Outcomes	Lev. 3 - Support one's conclusions and issue well-reasoned recommendations

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 3 - Construct and formulate a new offer

☰ TACKLED CONCEPTS

- **International marketing**: international market and market research, global Marketing Mix
- **Marketing for luxury goods**: customer experience, luxury branding, luxury goods lifecycle, luxury goods marketing strategy

☰ LEARNING METHODS

- **International marketing**: This course will be taught using the Chooka case study. It will use a combination of lecture and group work in class
- **Marketing for luxury goods**: Lectures. Workshops. Case studies.

☰ EXPECTED WORK AND EVALUATION

- **International marketing**: one final company project, final presentation

☰ BIBLIOGRAPHY

- Svend Hollendsen, *Global Marketing: a Decision-Oriented Approach*. Prentice-Hall, 6th Edition (2013).
- Jean-Claude Usunier, Julie Anne Lee, *Marketing across Cultures*, Prentice-Hall, 6th Edition (2012).

☰ EVALUATION METHODS

50 % : Final Exam
50 % : Group assessment V. Lima D. Jolivel

☰ SESSIONS

1 — International marketing decisions
LECTURE & PRACTICAL WORK : 03h00

- Decision sequence in international marketing
- Assessing what markets to go to
- Finding information on potential countries
- Defining entry mode

2 — International markets and market research
LECTURE & PRACTICAL WORK : 03h00

- International positioning
- Market research in an international environment

3 — Global marketing mix
LECTURE & PRACTICAL WORK : 03h00

- Adapting product and packaging
- Defining the price (currency fluctuation + selling abroad)

4 — Global marketing mix
LECTURE & PRACTICAL WORK : 03h00

- Distribution and logistics for your target country
- Promotional methods in your given country

5 — Project workshop
PRACTICAL WORK : 03h00

- Questioning techniques that help you sell
- Presenting your solution
- 1 min sales pitch

6 — Project oral presentation
GROUP PRESENTATION : 03h00

Team presentation of your final international marketing project

7 — Marketing for luxury goods
LECTURE : 03h00

8 — Marketing for luxury goods
LECTURE : 03h00

9 — Marketing for luxury goods
LECTURE : 03h00