

# SCC1920\_2A\_TC03

## MARKETING : CONCEPTS AND ISSUES FOR COMMUNICATION AND MEDIA

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**Number of ECTS credits :** 3

**Course language :** Anglais

**Course leader :** POHARDY OLIVIER

**Speakers :** LECLERCQ DE LA BAUME Amaury

### ≡ COURSE DESCRIPTION

This course encompasses the main marketing concepts, while focusing on today's issues and challenges for marketers and communicators.

### ≡ COURSE OBJECTIVES

Embrace main definitions and core concepts to foster an ability to develop a marketing approach rooted in today's economy, society and business

Understand the key theories / concepts and how to implement them in a business environment.

### ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO1 - Make use of critical analysis/critical thinking skills
<b>Outcomes</b>	Lev. 0 - Niv. 0 - NC
<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO2 - Analyse complex situations
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO4 - Make proposals, take initiatives
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO7 - Identify needs and draw up an appropriate offer
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG4 - CSR
<b>C4B learning objective</b>	LO12 - Take a decision from economic, social and environmental perspectives
<b>Outcomes</b>	Lev. 0 - NC

### ≡ TACKLED CONCEPTS

Strategic marketing, corporate marketing, direct marketing, consumer behavior, studies, positioning, differentiation, research, big data, digital marketing

### ≡ LEARNING METHODS

Theoretical, conceptual and methodological contributions, analysis of documents, presentations, case studies and workshop

### ≡ ASSIGNMENTS

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## ≡ BIBLIOGRAPHY

W. D. Perreault, Jr., J.P Cannon, and E. J. McCarthy (2009), Basic Marketing: A Marketing Strategy and Planning Approach, 17th ed., Irwin/McGraw Hill.

Philip Kotler, Marketing Management. Why she buys – Bridget Brenann. Sharon Beder, “Is planned obsolescence socially responsible?”

## ≡ EVALUATION METHODS

100 % : Exam

## ≡ SESSIONS

### 1 (Big)Data Marketing or Big Brother ?

LECTURE : 03h00

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### 2 Gendered Marketing, does it sell ?

LECTURE : 03h00

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### 3 Sustainable Marketing vs. greenwashing

LECTURE : 02h00

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### 4 Cross-channel Marketing, omni consistence ?

LECTURE : 03h00

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### 5 Consumer Behaviour and cross-cultural traits

LECTURE : 03h00

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