

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

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	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	LO7 - Identify needs and draw up an appropriate offer
Outcomes	Lev. 0 - NC
C4B learning goal	LG4 - CSR
C4B learning objective	LO12 - Take a decision from economic, social and environmental perspectives
Outcomes	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

2 Gendered Marketing, does it sell ?
LECTURE : 03h00

3 Sustainable Marketing vs. greenwashing
LECTURE : 02h00

4 Cross-channel Marketing, omni consistence ?
LECTURE : 03h00

5 Consumer Behaviour and cross-cultural traits
LECTURE : 03h00
