

**Number of ECTS credits :** 3

**Course language :** English or French

**Course leader :** LEFIEVRE VALERIE

**Speakers :** DEBUCQUET GERVAISE , LEFIEVRE VALERIE , McDONAGH Paul , NOEL Laurent , VYAS Hitesh

### ≡ COURSE DESCRIPTION

The course relies on a computerised business game (Jessie), played by teams for a set number of round, which places place students in a situation very close to those they will encounter in actual firms: evaluation on performance, dependance on team competencies, ability to manage time, competition and stress. This approach of real business life by simulation trains participants to know how to behave more accurately and promptly when confronted with various management issues that may arise in their future.

### ≡ COURSE OBJECTIVES

The objective of the course is to summarize all the concepts of the marketing approach, from the market studies to the marketing plan, and to connect them with the other dimensions of the company (accounting, finance, HRM, etc.)

After following this class, you will be able to:

- Understand better the relation between marketing and strategy
- Evaluate the financial and accounting consequences of diverse commercial choices
- Define marketing actions
- Criticize marketing plans

### ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	L02 - Analyse complex situations
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	L04 - Make proposals, take initiatives
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	L08 - Take the initiative for projects
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	L014 - Work effectively in a team
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	L015 - Act with flexibility, adaptability and intellectual curiosity
<b>Outcomes</b>	Lev. 0 - NC

## ≡ TACKLED CONCEPTS

- Market analysis
- Segmentation
- Positioning
- Differentiation
- Products portfolio
- Products range
- Marketing mix
- Elasticities

## ≡ LEARNING METHODS

The course will mainly consist in practical marketing decision making with the use of a computer simulation illustrating various situations that will be analysed with the help of the professor.

## ≡ ASSIGNMENTS

Reading of the manual before the first session. Practical decision making during sessions. Various additional works to be precised by the teacher during the course (strategic plan, presentation to shareholders,...)

## ≡ BIBLIOGRAPHY

User's manual

## ≡ EVALUATION METHODS

100 % : Contrôle continu

## ≡ SESSIONS

**1** General presentation of the simulation, discovery of the market, of the segmentation of the consumers. Discovery of the decision sheet. FAQ. Analysis of an example in an other universe. decision #1  
LECTURE : 02h00

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**2** Analysis of the results of the first decision, results in marketing, shares of market, positioning of the product. Results in accounting and finance. Workgroup for the next decision. Decision #2  
LECTURE : 02h00

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**3** Analysis of the results of the 2nd decision, results in marketing, shares of market, positioning of the product. Results in accounting and finance. Workgroup. Decision #3 with sheet of justifications  
LECTURE : 02h00

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**4** Analysis of the results of the 3rd decision, results in marketing, shares of market, positioning of the product Decision #4 with accounting and financial forecasts. Preparation of a strategic plan.  
LECTURE : 02h00

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**5** Analysis of the results of the 4th decision, results in marketing, shares of market, positioning of the products. Application of the plan. Decisions #5 and #6 and #7  
LECTURE : 02h00

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**6** Analysis of the marketing and financial results of the 7th decision. Forecasting the results of the final decisions. Decisions #8, #9 and #10  
LECTURE : 02h00

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