

Number of ECTS credits : 3

Course language : English

Course leader : POHARDY Olivier

Faculty : LECLERCQ DE LA BAUME Amaury

≡ COURSE DESCRIPTION

This course encompasses the main marketing concepts, while focusing on nowadays issues and challenges of marketers and communicators.

≡ COURSE OBJECTIVES

Embrace main definitions, core concepts to the benefit of an ability to develop a marketing approach rooted in nowadays economy, society and business

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

≡ LEARNING GOALS

≡ 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

≡ 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
