

Principes de marketing 1 (anglais)

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| Domaine | Economie et Services |
| Filière | Economie d'entreprise |
| Orientation | Economie d'entreprise (EE) |
| Mode de formation | Plein temps |

Informations générales

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| Nom: | : | Principes de marketing 1 (anglais) |
| Identifiant: | : | HEG-MKT1An |
| Année académique | : | 2019-2020 |
| Responsable: | : | Roya Bafandi |
| Charge de travail: | : | 90 heures d'études |
| Périodes encadrées: | : | 45 (= 33.75 heures) |

| Semestre | E1 | S1 | S2 | E2 | S3 | S4 | E3 | S5 | S6 |
|----------|----|----|----|----|----|----|----|----|----|
| Cours | | 45 | | | | | | | |

Connaissances préalables recommandées

None.

Objectifs

Upon satisfactory completion of this module, the student will be able to demonstrate and apply the following skills :

1. Understand and have an overview of the market, marketing and its specific issues.
2. Master and apply basic vocabulary and core concepts of marketing.
3. Be able to describe and apply the main tools.
4. Know how to develop strategic and tactical marketing recommendations and prepare a marketing plan.

Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

Cours: 45 périodes

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|--------------------------------------|----|
| - Marketing system | 3 |
| - Marketing plan | 12 |
| - Internal and external environments | 4 |
| - Marketing research | 3 |
| - Consumer behaviour | 3 |
| - Marketing strategy | 18 |
| - SWOT analysis | 2 |

Bibliographie

Solomon, M. R., Marshal, G. W., Suart, E. W., Barnes, B., & Mitchell, V., **Marketing: Real People, Real Decisions**, 2d European Edition, Harlow: Pearson Education Ltd., 2013.

Burk Wood, Marian, **Marketing Plan Handbook**, 5th International Edition, Harlow: Pearson Education Ltd., 2014.

Submitted course documentation will be in English and/or in French.

Contrôle de connaissances

Cours:

The semester is based on an on-going assessment, which comprises the following tasks/assessments:

- Written and oral presentations, in **groups**, of case studies and/or mini-projects from the English version of the textbook.

- **Individual** written exam/report.*

Individual presentations and active participation during the course will be taken into account for the final grade. For further information please refer to the syllabus submitted at the beginning of the course.

** Remark : Data and instructions/questions of the individual written exam/report might be in English or in French. Students will write their answers in English or in French depending on the specific instructions provided in each class.*

Final grade: average of groupworks x 0.5 + individual written exam/report x 0.5

Calcul de la note finale

Note finale = moyenne cours x 1

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