

Principes de marketing 1 (anglais)

Domaine	Economie et Services
Filière	Economie d'entreprise
Orientation	Economie d'entreprise (EE)
Mode de formation	Temps partiel/En emploi

Informations générales

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	E4	S7	S8
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

- 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

Fiche validée le 18.07.2019 par Borter Silna