

Principes de marketing 2 (anglais)

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

Informations générales

Nom:	:	Principes de marketing 2 (anglais)
Identifiant:	:	HEG-MKT2An
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

Having attended the previous course "Principles of Marketing 1".

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 related tools.
4. Know how to develop strategic and tactical marketing recommendations and prepare a marketing plan.
5. Be able to conduct a project in strategic marketing.

Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

Cours: 45 périodes

- Marketing plan	24
- Adaptation and transformation strategy	3
- Competitive strategy	3
- Growth strategy	3
- New product and Brand development	6
- SWOT analysis	3
- Marketing budget	3

Bibliographie

Solomon, M. R., Marshal, G. W., Suart, E. W., Barnes, B., & Mitchell, V., Marketing: Real People, Real Decisions, 2nd 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:**

During the course « Principles of marketing 2 » students will manage a project in marketing for an existing organization based on their knowledge acquired through the previous course « Principles of marketing 1 » and under the professor's supervision.

Depending on the project the written and oral presentations will have to be either in English or French.

Calcul de la note finale

Note finale = moyenne cours x 1

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