

Principes de marketing 2 (anglais)

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

Informations générales

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| Nom: | : | Principes de marketing 2 (anglais) |
| Identifiant: | : | HEG-MKT2An |
| Année académique | : | 2020-2021 |
| 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

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

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|--|----|
| - Marketing plan | 21 |
| - Adaptation and transformation strategy | 3 |
| - Competitive strategy | 3 |
| - Growth strategy | 3 |
| - New product and Brand development | 6 |
| - SWOT analysis | 6 |
| - 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/or oral presentations will be either in English or French.

Calcul de la note finale

Note finale = moyenne cours x 1

Fiche validée le 10.09.2020 par Vinckenbosch Laura