

## Principes de marketing 2 (anglais)

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

### Informations générales

Nom	: Principes de marketing 2 (anglais)
Identifiant	: HEG-MKT2An
Années académiques	: 2021-2022, 2022-2023
Responsable	: Laura Vinckenbosch
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

At the end of the module, the student will:

1. Master the fundamental notions (history, definition, scope, issues, role, etc.) and vocabulary of marketing
2. Understand and have an overview of the market, marketing and its issues
3. Be able to describe and use the main associated tools
4. Be able to formulate strategic, tactical and operational marketing recommendations and translate them into action plans
5. Be able to manage a strategic marketing project

### Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

**Cours:** 45 périodes

- Marketing plan	15
- Adaptation and transformation strategy	6
- Customer understanding and loyalty	6
- SWOT analysis	6
- Competitive strategy	3
- Growth strategy	3

- Digital marketing
- Marketing budget

33

### Bibliographie

Kotler, Ph. et al., **Marketing Management**, 15th edition, 2015, 832 p.

Kubicki, M., **The Marketing Mix : Master the 4 Ps of marketing**, 2015, 33 p (online :  
(<https://univ.scholarvox.com/catalog/book/docid/88857107>))

The course documentation is available in English.

### Contrôle de connaissances

**Cours** : The semester is based on two assessments :

- individually: completion of a written analysis and diagnosis file in favour of a real organisation (50% of the mark);
- in groups: elaboration of recommendations and oral presentation of the work in front of the class (50% of the mark).

Participation in the course will be taken into account for the final grade.

#### Calculation of the final grade

Final grade = (group work grade + individual grade) / 2

### Calcul de la note finale

Note finale = moyenne cours x 1