

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
Années académiques	: 2022-2023, 2023-2024
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

None.

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. Be able to describe and analyse the external and internal environments using the main diagnostic tools
3. Understand the fundamental concepts of strategic marketing and be able to use them in an analytical work
4. Understand the basic concepts of operational marketing and be able to use them in analytical work

Contenu et formes d'enseignement

Répartition des périodes indiquée à titre informatif.

Cours: 45 périodes

- Marketing fundamentals	3
- Analysis of the external environment	13
- Strategic marketing	12
- Operational Marketing	8
- Market Research	6
- The marketing approach	3

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 : Final grade is based on:

- written file of analysis and diagnosis of the marketing of an organisation (40%)
- written exam at the end of the semester (60%). Duration: 90 minutes; Authorized material: calculator.

Calcul de la note finale

Note finale = moyenne cours x 1