

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

Completion of the "Principles of Marketing 1" course.

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

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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