

Principes de marketing 1 (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 1 (anglais)
Identifiant	: HEG-MKT1An
Année académique	: 2021-2022
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
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	10
- Strategic marketing	12
- Operational Marketing	8
- Internet and Marketing	3
- 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 : The semester is based on two assessments:

- in groups: elaboration of a written file of analysis and diagnosis of the marketing of a real organisation (50% of the mark) ;
- individually: a written exam at the end of the semester (50% of the grade).

Course attendance 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