



Strategic marketing

Presentation

The class aims to familiarize students with new marketing issues and its main concepts. It is intended to provide students with the methodological tools necessary to implement a marketing plan within an organization. The main concepts and tools of strategic marketing are examined: competitive analysis, segmentation, targeting, positioning, strategic priorities, marketing mix, marketing plan. New product development strategies and communication strategies are also discussed.

Recommended Prerequisite(s)

A good command of the principles of micro-economy.

In brief

ECTS credits : 2.0

Number of hours : 18.0

Teaching term : Six-monthly

Teaching activity : Lecture course

Year : Fourth year

Validation : Final written examination

Contacts

Responsible(s)

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Form of assessment

The number of ECTS credits and the assessment methods are likely to be different for students in credit exchange programmes.

Bibliography

- * Lendrevie J., Lévy J., Lindon D., *Mercator : Théories et nouvelles pratiques du marketing*, Dunod, 2006.
- * Vanlaethem N., Body L., *Le plan marketing - Plan stratégique - Plan opérationnel - Plan marketing client- Plan de crise*, Dunod, 2008.
- * Kotler P., Lane Keller K., Manceau D., Dubois B., *Marketing Management*, Pearson, 2009.
- * Lambin J.J., De Moerloose C., *Marketing stratégique et opérationnel - La démarche marketing dans l'économie numérique*, Dunod, 2016.

Formule pédagogique

The class is based on interaction with students. Students are expected to read prescribed press or academic articles and company cases in order to be able to interact during the sessions. The documents to be read are digitized and posted on the digital platform.