

1. Professor: Mr PETER RICHARDSON

2. Overview and objectives

It concerns a reflection on marketing fundamentals such as “features/benefits/needs, positioning and mix” and an English language performance: convince the whole group of the value of the plan developed and presented by each team in order to win the competition.

Make a complete, convincing and professional presentation of an appropriate marketing plan
Developing a professional marketing discourse in English

3. Targeted skills

Ability to operate effectively in English in a marketing environment

4. Prerequisites

General prerequisites: knowledge of English and notions of marketing

Specific prerequisites: preferably having a creative approach to marketing

5. Level: Master 2

6. Course description and lesson plan

The seminar is conducted in full session (presentation and discussion of marketing concepts and techniques), and within each team (discussion and coaching). It occupies five sessions/periods

- 1) Understand the game and the challenge, choose and get acquainted with the product: features vs. benefits, potential market and competition.
- 2) Preliminary presentation of potential benefits equated with the potential targets and the competition; discussion and eventual requalification to establish a basic concept and strategy – “the pillars of the brand”.
- 3) Further develop the concept and strategy to take in all aspects of the final mix.
- 4) Complete all details of the plan. Put everything in good shape – coherence and continuity, English language discourse, Power point etc. – ready for the final presentation.
- 5) Final presentation , discussion, adjudication, debriefing

The seminar is strongly themed on practical application, being a form of case study, and so on heuristic learning and teamwork.

7. Teaching methods

The seminar is presented as a competition between teams in a close-to-real context. The different teams must choose between 7 real products, then create a new brand and develop a marketing plan in order to launch the chosen product on the French market.

The plan must be presented, defended and discussed in English, which develops both a creative and professional approach and good presentation technique.

8. Examination and assessment

The seminar is evaluated on the qualities of the plan and of the oral presentations including the visuals.

9. Bibliography

Websites and other sources of information on products and specific market segments according to the product