

**1. Professor:** Mr. OLIVIER KOLEVSKI

**2. Overview and objectives**

Tools and methods for Marketing Analysis through cases studies

**3. Targeted skills**

In order to present to the board of head management, summarize a marketing analysis taking into account:

- 4P situation, national and international branch situation, product life cycle,...
- SWOT, Porter, BCG Matrixes, 20/80, ABC...
- Environment analysis

**4. Prerequisites**

Marketing background

**5. Level:** Bachelor 3

**6. Course description and plan**

1) Marketing plan and study case choice

- Sources available on desk
- French newspaper: LSA (Distribution), MOCI (International), Les Echos, La Tribune, Le Monde...
- English newspaper: Herald Tribune, Time, Newsweek,...

2) Industrial branch situation and analysis

- International branch analysis (BRIC markets f.e.)
- European and National branch analysis (EU28 and France)
- Product Life Cycle Strategies and analysis for each level

3) Marketing Mix analysis

- 4P for each level

4) Strategic marketing

- Segmentation and target analysis
- Differentiation, positioning and benchmarking

5) Summarize situation

6) Advices and recommendations

7) 3 strategic issues

**7. Teaching methods**

Study cases with selected marketing topics, services and goods

**8. Examination and assessment**

Midterm assignment: 40% (group and dynamic of marketing project)

Final exam: 60% (Marketing analysis and oral presentation of PowerPoint file to the board of management)

## **9. Bibliography**

Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Edition, 2012, 14<sup>th</sup> Edition, Global Edition