

1. Professor: Mr PATRICK EMAER

2. Overview and objectives

Master the marketing fundamentals (targeting, positioning, sponsoring....)

3. Targeted skills

- Elaborate marketing programmes
- Monitor budget and profitability

4. Prerequisites: None

5. Level: Bachelor 3

6. Course description and plan

1) Introduction

- Definition, contents of marketing
- Domains of strategic marketing and operational marketing
- Economic, psychological, socio-demographic environment in 2013
- Corporate objective and missions of the Marketing Department
- Identification, quantification, and dynamics of marketing
- Sectors and domains concerned by marketing

2) The Customers

- Needs
- Factors influencing the consumer behavior
- Influence of sex roles on Family Decision Processes
- Influence of the life cycle
- Customer segmentation
- Customer curve of life and life time value

3) The Strategic Marketing

- The marketing basic approach: segmentation - targeting – positioning
- The strategic approach
- Strategic Tools: matrix BCG, Models ADL, Porter ...
- Marketing studies
- The studies datamining
 - Predictive studies
 - Descriptive studies

4) The Marketing- Mix: the 4 P

- The Product
 - Product definition
 - Products typology : example of the Food Retail
 - The assortment: width, depth,...
 - The construction of the offer by a retailer
 - Management of the range of products
 - Product management: quality, packaging and link with the branding

- The price
 - Price perception
 - Price strategy
 - Price fixation methods and price elasticity
- The Distribution
 - Distribution networks
 - Presence and animation of stores
 - The Sales Force
- The Promotion
 - Advertising (TV, Press, Internet ...)
 - Advertising and promotion (direct marketing, ...)
- The Public Relations (financial communication, sponsoring)

7. Teaching methods

Academic contents and practical exercises

8. Examination and assessment

Mid term assignment: 40%

Final exam: 60%

9. Bibliography

Philip Kotler, Principles of Marketing, Practice-Hall International Editions, 14th ed.
 Chan Kim, Renée Mauborgne, Blue ocean strategy, Harvard Business School, 2005