



SYLLABUS

IDENTIFICATION

Course title :	MK05-001-G COORDINATING MARKETING STRATEGY AND OPERATIONS MANAGEMENT	Campus :	AIX-EN-PROVENCE, ANGERS, BORDEAUX, BOULOGNE- BILLANCOURT, LYON
Supervisor :	SENGUPTA Sanchayan	Department :	MARKETING AND RETAILING
Teaching languages :	Anglais	Code :	MK05-001-G
Semester :	05, 06	Total hours :	45,00
Open to foreign students :	Yes	ECTS :	6

OVERALL DESCRIPTION

This module focuses on the coordination of marketing strategy and operations management. The first part of the course builds on concepts introduced in previous marketing courses with an indepth focus on a strategic perspective in the mid- to long-term in order to achieve sustainable competitive advantages. In the second part of the course we deal with tools and methods that convert a marketing strategy to operations that aim at meeting customer requirements while reducing costs. Particularly, we will focus on demand forecasting methods, inventory management systems and their associated costs. We finish the part by highlighting some concepts of quality management. Throughout the course, team management and presentation skills are further developed. The course is valuable for students who would like to pursue a career in strategic marketing, consulting or take a position in production or operations management in a manufacturing or distribution firm.

LEARNING GOALS

- 1 Essential business knowledge
 - 1.2 Formalise recommendations and procedures in line with the company strategy by using the fundamentals of business studies (accounting, finance, marketing, management) and by taking into account the economic and legal context of the company.
- 2 Intellectual capacities
 - 2.1 Analyse a situation, a process, an environment, through identifying and integrating relevant information.
- 3 Interpersonal, teamwork and communication skills.
 - 3.1 Demonstrate effective team interaction skills.

ORGANISATION

	Lecture	Seminar	Other
Situation Analysis and Strategy Development	12,00h		

Introduction to the course

- The link between marketing strategy and operations management • Course organization and evaluation • Organisation of the project work • Introduction to strategic marketing planning • In-class exercises

Marketing Planning

- Elements of the marketing plan and the planning process • The company's mission/vision and goals/objectives • Project follow-up • In-class exercise

Marketing Strategy Development

- Review: SWOT analysis - developing competitive advantage • Competitive advantages • Strategy development • In-class exercise

Student Project Presentations - Stage 1

Tactics, Implementation and Control	12,00h
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Forecasting and Evaluation 12,00h

Management and Optimisation 9,00h

ASSESSMENT

	% Global	Assessment type		%	Duration (hours)
Continuous assessment (CA)	100,00000	Ecrits	Individuel	50,00000	
		Ecrits	Individuel	50,00000	

SUGGESTED FURTHER READING

- FERREL, O.C., HARTLINE, M.D., Marketing Strategy, Text and Cases, 6th Edition, South-Western Cengage Learning, 2014. - CHERNEV, A., KOTLER, P., Strategic Marketing Management, 8th Edition, Cerebellum Press, 2014. - Lee J. Krajewski, Larry P. Ritzman, Manoj K. Malhotra., Operations Management (10th Edition) , 2013.