

MARKETING PRINCIPLES

Code du cours Course Code BAC.EAINA.MKBUS. 3601			Titre du cours Course title MARKETING PRINCIPLES					
Crédits Credits 6		Période d'enseignement Teaching period fall, spring					Année Académique Academic Year 2022/2023	
Charge de travail Student workload	Synchrone / Synchronous	Asynchrone / Asynchronous	Travail en équipe Team work	Activités pédagogiques / Pedagogical activities	Travail personnel Personal work	Coaching	Evaluation	Charge totale de travail Total workload
	39	0	0	0	39	0	0	78
Programme Program			Global BBA					
Discipline Discipline			Autre					
Module			-					
Type de cours Course type			core					
Campus			Barcelone, Belo Horizonte, Lille, Nanjing, Raleigh, Sophia					
Campus partenaire								
Course open to students in exchange								
Langue d'enseignement Teaching language		Anglais / English						
Responsable du cours Course leader			LANGLET Virginie R.					
Pré-Requis Prerequisite			None					
Nom des intervenants par campus Instructor(s) names by campus	Belo Horizonte							
	Lille							
	Paris							
	Raleigh							
	Sophia							
	Stellenbosch- Le Cap							
	Suzhou							
	Nanjing							

	Barcelone			
	Other			

Descriptif du cours / Course description	This course is designed as an introduction to the principles of marketing and the marketing function in product and service-oriented organisations. The course will focus on the understanding of key concepts in marketing and their application through case studies. Students will be exposed to marketing analysis, planning, implementation and control, while learning how to write a marketing plan through the marketing project, which is an important component of this course.		
Thèmes / Topics			
Résultats d'apprentissage / Intended Learning Outcomes and Skills	<p>A l'issue de la formation, vous serez capable de / As a result of this module, you will be able to:</p> <p>Connaissances / Knowledge and Understanding (subject specific) Understand the core concepts and terminology of marketing. Understand the role of marketing ethics in the business environment.</p> <p>Aptitudes cognitives / Cognitive skills Be able to perform a SWOT analysis. Understand the importance of a corporate mission.</p> <p>Attitudes / Key transferable skills Define an adequate marketing strategy and an effective marketing mix.</p> <p>Ethical and social understanding Be able to design and manage marketing research activities. Be able to evaluate a business portfolio. Write a marketing plan.</p>		
Contribution aux objectifs pédagogiques du programme / Contribution to learning objectives	Indiquer les learning objectives auxquels contribue le cours (en se basant sur le curriculum mapping du programme) / Indicate which learning objectives the course contributes to (based on the program curriculum mapping)		
	LO1.2 : To understand and apply theories and major concepts of marketing : LG1 : Graduate should be knowledgeable about business disciplines		
	Cours soumis à évaluation dans le cadre de l'Assurance of Learning pour l'année en cours ?		Oui / Yes
Evaluation des étudiants / Student Assessment	<p>Evaluation finale (DS) / Final examination 40%</p> <p>(Précisez la nature pour l'évaluation finale / Explain type for final examination)</p> <p>Cliquez ici pour entrer du texte.</p> <p>QCM - Quiz:</p> <p>Epreuve sur table - Supervised exam:</p> <p>Présentation orale - Presentation:</p> <p>Rapport écrit/Dissertation - Report / Dissertation:</p> <p>Participation - Class participation:</p>		

	Autre, précisez / Other, precise:	
	Contrôle continu	60%
	Continuous Assessment	
	préciser nature / Explain type	
	Cliquez ici pour entrer du texte. QCM - Quiz: Epreuve sur table - Supervised exam: Présentation orale - Presentation: Rapport écrit/Dissertation - Report / Dissertation: Participation - Class participation:	Nb midterms : 2
	Autre, précisez / Other, precise:	
Méthodes d'enseignement Teaching Methods	Format de cours / Course format	
	Cours magistral / Lecture	
	Autre, précisez / Other, precise:	
	Activités d'apprentissage / Learning activities	
	Projet / Project-based learning - Personal guided study - Devoirs / Assignments	
Plan de cours Course Plan	Definition & General Concepts of Marketing Presentation of the semester Marketing, Ethics & Social Responsibility Analyzing the Marketing Environment Understanding Consumer Behaviour & Competitors Midterm1/ 11:30 AM - 1:00 PM Managing Marketing Information & Marketing Research Marketing Research (Continued) Market Segmentation, Targeting, Differentiation & Positioning Spring Break - No Class Understanding the Marketing Strategy Midterm2/ 11:30 AM to 1:00 PM New Product Development, Product & Branding Decisions, Product life cycle Pricing The Promotion-Mix Distribution Marketing Implementation & Control. Marketing department organization. Review: Trap ease Case + past exams	
Référence Académique / Academic reference	Lectures obligatoires / Required readings : Armstrong, G. & Kotler, Ph. "Marketing: An Introduction" (10th or 11th ed.). Prentice Hall Lectures Recommandées / Recommended readings :	
Site(s) web / Web site(s)		
Licence(s) informatique(s)/ Computer licenses		

Modalités de délivrance du cours (par campus si différent) Course delivery modes (per campus if different)						
Nombre CM Amphi / Number of Lectures	Durée CM Amphi (en heures) / Lecture duration (in hours)	Nombre TD / Number of Tutorial classes	Durée TD (en heures) / Tutorial class duration (in hours)	Asynchrone / Asynchronous	Autres (Distance learning, etc...) (en heures) / Other (in hours)	Préciser les spécificités de programmation (TD journée, cadencement spécifique des séances) / Specify if full-day tutorial class, different schedules
Campus Sophia						
0	0	13	3	0	0	