

- Faculté des sciences économiques
- www.unine.ch/seco

Marketing Management (5EN2037)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master in General Management	Cours: 4 ph	Voir ci-dessous	6

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante

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Objectifs

Through this course, students will get a solid understanding of the key marketing concepts at the strategic and operational levels. This course will focus on the process by which Marketing creates value through an in-depth analysis of consumer behavior. You will learn the major elements of the marketing mix - product policy, channels of distribution, communication, and pricing - and see how they fit within different analytical frameworks that are useful to managers. Fundamentally, students will learn the importance of the customer, and the relationship that exists between the product, the customer and the decisions made by the marketing manager. By the end of the course, students will be able to critically analyse marketing programs of companies and to understand the marketing process.

Contenu

The major components of this course are the following:

- What is marketing and why is it important? Key concepts centred on the notion of Value Creation.
- Consumer Behaviour & Consumer Psychology
- Segmentation, Targeting and Positioning (STP)
- What Branding is and how Brand Equity is created
- Products and Services: Product Mix, Product Levels and Product Life Cycle.
- What Integrated Marketing Communication is, and how to make the most of Social Media.
- How managers create effective marketing strategies and plans.

Forme de l'évaluation

Continuous evaluation, active in class participation and case studies (10%)
Two-hour midterm written exam (20%)
Two-hour written final exam (70%) during the last lecture of the semester
Retake exam: two-hour written exam (100%) during the session.

The exam will be a closed-book exam. Neither documents nor connected devices are permitted during the exams. In case of violation of these rules, the students are in a situation of fraud and the unauthorized will be removed. The exam could be deemed as failed.

Documentation

Textbook (Recommended)

- MM4 (Marketing Management), 4th Edition, Dawn Iacobucci. 2013. Cengage Learning. Independence, KY 41051 (available at Payot)

Forme de l'enseignement

Lecture Notes and Other Course Material:

- Faculté des sciences économiques
- www.unine.ch/seco

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- Will be uploaded before each class. Strong emphasis will be placed on the understanding and subsequent discussions that emerge from the provided course material.