

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Marketing Management (5EN2037)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master in General Management</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6
<b>Master of Arts en innovation, orientation Innovation et société</b>	<b>Cours: 4 ph</b>	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

Bruno Kocher  
Professor of Marketing  
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2000 Neuchâtel

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Office R.165: available by appointment

### Contenu

This course offers an introduction to the issues, approaches, theories and tools of marketing management.

The main topics we will cover include areas such as the assessment of the environment, strategic planning, marketing research, segmentation, targeting and positioning strategies. The course then presents and analyzes the main tools organizations have at their disposal to implement their strategy (the "marketing mix"). To do so, the course covers topics such as products and services, product life cycles, pricing, distribution, promotions, communication, advertising, sales and the specificities of online marketing.

Case studies, exercises, projects and additional readings are used to promote learning and assimilation of the theories and concepts discussed in class.

### Forme de l'évaluation

All the material covered in class (e.g., slides, additional readings, case studies, exercises, projects, presentations) and all the material on Moodle are an integral part of the material for the exam.

The exam, which takes place during the exam session, is worth 60% of the final grade.  
The course activities (presentations, case studies, exercises, projects) are worth 40%.

Retake (written 2h) will be done during the exam retake session. In the case of a first attempt (i.e., justified absence from the exam at the first session), the course activities will be counted in the calculation of the final grade. In case of a second attempt, the grade will be 100% on the written retake exam.

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 exam will be deemed as failed.

### Forme de l'enseignement

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

### Objectifs d'apprentissage

Au terme de la formation l'étudiant-e doit être capable de :

- Illustrate the use of marketing tools
- Question the managerial and ethical consequences of marketing actions
- Define the main components of the marketing management frameworks as well as the fundamental concepts and theories
- Apply marketing tools to concrete cases

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### **Marketing Management (5EN2037)**

#### **Compétences transférables**

- Act on the basis of ethical reasoning
- Develop critical thinking
- Work in a team