

- 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
Master of Arts en innovation, orientation Innovation et société	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

Bruno Kocher
Professor of Marketing
A.-L. Breguet 2, 2000 Neuchâtel

e-mail: bruno.kocher@unine.ch
Office R.165: available by appointment

Teaching Assistant: Niña Sayson
Office no. R 169
Rue A.-L. Breguet 2, CH-2000 Neuchâtel
e-mail : nina.sayson@unine.ch

Contenu

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

We will start by covering topics 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 (the "marketing mix") organizations have at their disposal to implement their strategy. 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 digital 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 50% of the final grade.
The course activities (presentations, case studies, exercises, projects) are worth 50%.

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.

Documentation

Kotler, P., & Armstrong, G. (2021). Principles of Marketing (18th Global Edition).

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

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

Marketing Management (5EN2037)

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

Compétences transférables

- Act on the basis of ethical reasoning
- Develop critical thinking
- Work in a team
- Discuss complex issues and situations