

- Faculté des sciences économiques
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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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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 winter session.
Retake exam: two-hour written exam (100%) during the retake 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:

- 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 :

- Solve practical cases related to Consumer Behaviour

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- Describe the main components of the Marketing Management framework using the fundamental concepts of this discipline.
- Recognise and explain the tools that aid Marketing Managers in their decisions

Compétences transférables

- Decision making
- Apply knowledge to new situations