

- 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
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

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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") companies use to implement their positioning strategies. To do so, the course covers topics such as products and services, pricing, distribution, promotions, communication, advertising, and the specifics 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

- 1) All the material covered in class (e.g., slides, additional readings, case studies) and all the material on Moodle are integral to the group projects. The presentation of the group projects takes place in the last session. The group project will account for 60% of the grade. Of those 60%, 20% is allocated via peer-to-peer evaluations (your classmates will grade you)
- 2) The course activities (e.g., exercises, case studies) will account for 10% of the grade.
- 3) The final exam will account for 30% of the grade.

Modalités de rattrapage

A retake exam will account for 100% of the final grade.

Documentation

No additional material will be necessary, but there is a recommended book to understand the basics in more depth: Kotler, P., & Armstrong, G. (2021). Principles of Marketing (18th Global Edition).

Pré-requis

None

Forme de l'enseignement

Some course material will be uploaded (shortly) before each class. The case studies need to be prepared and should facilitate in-class discussions; thus, they are mandatory to read.

Other course material will be uploaded, but it is not required to be prepared.

Thus, two parts will be uploaded:

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- case-related material (mandatory to look through)
- general slides (voluntary to look through)

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

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