

SYLLABUS DE COURS

Année d'étude - parcours	L3 Science de Management
Intitulé du cours	Marketing
Numéro de l'UE	
Volume horaire (en heures maquettes)	17h
Objectifs et compétences développées	To give the student with little or no background, a foundational working knowledge of marketing with an accent on international/global marketing.
Contenu et moyens pédagogiques	<p>Content: Product life cycles Marketing mixes (+extended) What is/are:</p> <ul style="list-style-type: none"> - A brand(ing) - Market segmentation - Positioning - Targeting - A basic case study approach - SWOT/TOWS analysis - Porter's models: value chain etc. - Basic notions of sales - Notions on globalisation and international/global marketing - Basic notions on market studies - Basic strategy and various matrices <p>Pedagogical Approach: Lectures, class discussion & case studies</p>
Pré-requis	None (some notions in basic marketing will help)
Modalités d'évaluation	Final Exam
Références bibliographiques	Kotler et al: Marketing Management (2017) Hollensen: Global Marketing 7th Edition (2018)