

**Number of ECTS credits :** 3  
**Course language :** Anglais  
**Course leader :** EL AMRANI REDOUANE  
**Speakers :** GALLARD Stefan

### ≡ COURSE DESCRIPTION

Marketing is an essential part of the success of products and services in the marketplace and represents a strategic role within an organization. Marketing services work with nearly all departments of a company and it is important for marketers to know how to manage their scope of action and to position their missions within the greater company. Conversely, it is important for others in the organization (non-marketers) to understand the value of marketing so as to make the best possible decisions for the brand and the business as whole.

This course will present theoretical concepts specific to marketing such as the marketing mix, market research, branding, new product development, pricing and sales planning, relationship marketing, responsible marketing, etc.

It will allow you to study practical cases based on real world situations and learn specific tools. Students will contribute to the course and will be tasked with presenting certain concepts themselves to their classmates. The course will also include a team project during which students will build a marketing plan and a sales action plan.

### ≡ COURSE OBJECTIVES

At the end of the course, participants will be able to:

- Gain an understanding of key contemporary marketing principles and practices
- Acquire the foundations for developing the skills to apply marketing methodologies and toolkits
- Analyze business models, products, and services from a marketing perspective
- Create marketing briefs and marketing plans

### ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	LO5 - Evaluate, prevent and manage short, medium and long-term risks
<b>Outcomes</b>	Lev. 3 - Prioritize risk scenarios, decide a risk management plan and ensure the implementation of a risk management/prevention plan

<b>C4B learning goal</b>	LG3 - Entrepreneurship and Innovation
<b>C4B learning objective</b>	LO7 - Identify needs and draw up an appropriate offer
<b>Outcomes</b>	Lev. 3 - Construct and formulate a new offer

### ≡ TACKLED CONCEPTS

Students will learn about a number of key marketing and brand building concepts and be asked to apply them to varied business models (B2B, B2C, B2B2C, etc.), contexts (local, global, “glocal”; start-up, established brand, etc.), and offers (services, products). Students will learn how to build a marketing/sales plan and the course will address notions of responsible marketing and CSR practices relating to marketing. Some of the key concepts are:

- Market research, SWOT analysis
- Differences between products and services marketing (including Ansoff's product matrix, Specificities of services, Blueprinting, Customer Journey Mapping)
- STP (Segmentation, Targeting, Positioning)
- The marketing mix (4Ps, 7Ps, offline and online), Sales action planning (pricing strategy, distribution networks, etc.)
- Branding and brand equity
- New product development and Service design

## ≡ LEARNING METHODS

The course will be intensive and highly interactive and will draw on theoretical foundations and case studies from across the marketing spectrum.

The teaching strategy will encourage you to adopt a critical and reflective approach to the course content and other readings. Through lectures, assignments, group discussions, videos, etc. you will be able to form an opinion about the topic and even bring new ideas/concepts to the course.

The lectures and master classes are designed to introduce students to the key concepts and theories surrounding marketing. The group work will put students in teamwork conditions to collaborate on a project, sharing ideas, defending, and justifying points of view, as well as managing timelines and personalities. Analytical thinking and problem solving will be further reinforced via the course design, encouraging students to be autonomous and go beyond the 'course', as appropriate.

## ≡ EXPECTED WORK AND EVALUATION

Active participation in class

Preparatory readings and assignments

Students will work individually on a written report including a marketing strategy and its action plan specifying target, objectives integrating a CSR approach, actions, means and messages as well as a schedule and indicators for measuring effectiveness.

Students will work in small teams (3-4 people) on a case study to be presented in class accompanied by a written report including a detailed marketing plan deployment model with key KPIs identified relevant to monitoring the sales action plan.

Students will prepare in small groups (3-4 people) a presentation related to their project. Each student must work on the project and present a part of the proposal in front of the rest of the class.

### **Assessment criteria & Grade Value:**

Individual Written Report (Case study) - 15%

Group assignment & presentation - 5%

Oral Presentation and report (Group work) - 30%

Written exam - 50%

## ≡ BIBLIOGRAPHY

### **Optional Textbooks:**

Principles of Marketing (16th edition or newer) - Kotler

Global Marketing (8th edition or newer) – Keegan and Green

Principles of Services Marketing (7th edition or newer) – Palmer

### **Additional resources and articles:**

- Agrawal, J., & Kamakura, W. A. (1999). Country of origin: A competitive advantage? *International Journal of Research in Marketing*, 16(4), 255–267
- Batra, R. (1999). Marketing Issues and Challenges in Transitional Economies. In R. Batra (Ed.), *Marketing Issues in Transitional Economies* (pp. 3–35). Springer US
- Grönroos, C. (1984) "A service quality model and its marketing implications", *European Journal of Marketing* 18: 36-44.
- Hoffman, Bateston, 2008, *Services Marketing*, 4th edition, Cengage, Mason.
- Kotler, Keller, Manceau, Dubois, 2009, *Marketing Management*, 13th edition, Pearson, Paris.
- Lapert, Munos, 2009, *Le marketing des services*, 2nd edition, Dunod, Paris.
- Lendrevy, Lévy, 2013, *Mercator*, Dunod, Paris.
- Lovelock, Patterson, Wirtz, 2014, *Services Marketing*, Pearson, Australia.
- Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind* (1st ed.). McGraw-Hill Publishing.
- Sahin, 2006, "Detailed review of rogers' diffusion of innovations theory and educational technology-related studies based on rogers' theory", *TOJET* ISSN: 1303-6521 volume 5 Issue 2 Article 3
- Silver, Stevens, Wrenn, Loudon, 2013, *The Essentials of Marketing*, 3rd edition, Routledge.
- York, 2006, "Ecological Paradoxes: William Stanley Jevons and the Paperless Office", *Research in Human Ecology*
- Zeithaml, Bitner, Gremler, 2012, *Services Marketing*, 6th edition.

## ≡ EVALUATION METHODS

**30 % :** Oral presentation & report (Group Work)

**30 % :** Written Exam (IA)

**30 % :** Individual Written report

**10 % :** Group Assignment & Presentation

1

**Introduction to the scope of marketing and responsible marketing:**

LECTURE & CASE STUDIES : 03h00

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1. *What is marketing?*
2. *Strategic marketing planning (5Cs, SWOT)*
3. *Responsible marketing*
4. *STP - market segmentation and product positioning*

2

**Branding, Product and Service, Marketing mix:**

LECTURE & CASE STUDIES : 03h30

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1. *Branding*
2. *Types of products and differences with services*
3. *Customer Journey Mapping and Service Design*
4. *The Marketing Mix(es) (4Ps and 7Ps), Digital Marketing tools*

3

**Marketing Innovation, International Marketing and B2B:**

LECTURE & CASE STUDIES : 03h30

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1. *Innovation in Marketing*
2. *International Marketing*
3. *Marketing in B2B contexts*

4

**Market Research, Data Analysis, Relationship Marketing:**

LECTURE & CASE STUDIES : 03h30

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1. *Overview of types of market research*
2. *How to gather and measure performance of marketing, KPIs*
3. *Retention and relationship marketing*

5

**Group Presentations:**

LECTURE & CASE STUDIES : 03h30

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1. *Students will present their assigned group works*
2. *Discussion and peer reviews*

6

**Marketing Plans and Marketing Briefs:**

LECTURE & CASE STUDIES : 03h30

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1. *How to build a marketing plan and determine budgets*
2. *How to write successful marketing briefs*
3. *Managing marketing services (designers, agencies, events, etc.)*

7

**Group work, Individual Case study, Course review:**

LECTURE & CASE STUDIES : 03h30

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1. *Oral group presentations*
2. *Individual Case study preparation*
3. *Course review*