

Marketing Management (anglais) & Markstrat

Infos pratiques

- > ECTS : 4.5
- > Nombre d'heures : 42.0
- > Langue(s) d'enseignement : Anglais
- > Niveau d'étude : BAC +4
- > Période de l'année : Enseignement septième semestre
- > Méthodes d'enseignement : En présence
- > Forme d'enseignement : Cours magistral et Travaux dirigés
- > Ouvert aux étudiants en échange : Oui
- > Campus : Campus de Nanterre
- > Composante : Sciences économiques, gestion, mathématiques et informatique
- > Code ELP : 4E7IM701

Présentation

The course is aimed at providing students with a solid foundation in Marketing Management.

You will introduce in France a product/service which does not yet exist in France, but already exists outside France.

You will define a business, marketing, and financial approach adapted to the French market. This project will be an evaluation of your analytical abilities and an evaluation of your ability to integrate with relevance and coherence your options in relation to your product/service on the French market.

Objectifs

- The main objective will be to elaborate a Business , Marketing & Financial approach with relevance and coherence . The objectives shall include
- Market analysis & surveys,
- Strategic approach of the market and key objectives,
- Implementation of marketing strategy & communication media,

- Marketing cost evaluation,
- Presentation of Recommendation Report on Marketing Management.

Évaluation

Mid-term Exam 30% / Final exam & presentation 70%

Pré-requis nécessaires

Basic knowledge in Marketing , General practice of research on internet.

Compétences visées

Recommendation of Marketing Management Strategy, / Ability to perform in teams

Students will learn how to make:

1. Presentation of the company and the product or service in the Country of Origin Presentation of the company in its country, its market, its positioning & intended objectives Positioning of the product and its marketing mix, Motivations for launching the product on the Market of the Country of Destination.
2. The detailed analysis of the market in the Country of Destination The political economic social environmental & legal framework (PESTEL) Your sources of information: statistical data, Results of the qualitative approach Results of the quantitative approach Evaluation of the competition, The in depth analysis of their marketing mix & their SWOT.
3. The strategic approach of the market in the Country of Destination Your objectives Your positioning & the Perceptual Mapping The marketing mix: Product, Price, Place, Promotion 4. The Implementation of the strategy, The Organization & the launching of operations The communication (media and non-media) & the promotional activities, The adequacy of the location, The operational planning of the implementation.
4. Marketing cost evaluation Your communication costs Your marketing investments Your operational marketing costs.

5. Marketing Management Recommendation :
Presentation of your Recommendation to the Company
Management Committee & Investors.

Bibliographie

- "Philip Kotler", Marketing Management & Internet sites on Marketing
- "Mark W. Johnson", Clayton M. Christensen et Henning Kagermann, « Reinventing Your Business Model », *Harvard Business Review*, n° December 2008, 1^{er} décembre 2008
- Webography: internet sites on Marketing

Contact(s)

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