

<b>EMBA-2325-108-Marketing</b>		
<b>Name of lecturer(s) &amp; Email</b>	<b>Level/Semester, Status, Timing</b>	<b>ECTS*, CH &amp; SDL**</b>
Virginie Bruneau <a href="mailto:virginie.bruneau@ulb.be">virginie.bruneau@ulb.be</a>	Level 1 Compulsory Between 11-01-24 and 13-01-24	3 20 70
<p><b>Description of the course</b></p> <p>Marketing is a key function in all businesses and organizations and is becoming increasingly crucial to succeed in our modern global economy. This course provides the tools to develop marketing strategies that will create value for the organization, its stakeholders, and society at large. Students will learn how to identify and measure consumers' needs and wants, assess the competitive environment, select the most appropriate customer targets, and develop a marketing strategy that generates value. Students will have to create and implement an effective marketing strategy. Because marketing has a big impact on society, considerable attention will be paid to the ethical, environmental, and social effects of marketing activities.</p>		
<p><b>Course units</b></p> <ul style="list-style-type: none"> <li>• Understanding Marketing</li> <li>• Understanding the environment and consumers (partners)</li> <li>• Strategic Marketing - Identifying and evaluating market segments and targets</li> <li>• Formulating a marketing strategy</li> <li>• Customer Relationship Management</li> <li>• Corporate Social Responsibility</li> <li>• Operational Marketing - Sell Solutions instead of Products</li> <li>• Focus on Access instead of Place</li> <li>• Sell Value instead of Price</li> <li>• Focus on Education/Emotions/Engagement/Experience instead of Promotion</li> </ul>		
<p><b>Course Learning Outcomes (CLOs)</b></p> <ol style="list-style-type: none"> <li>1. Understanding the role of the marketing function in a company</li> <li>2. Understanding the main strategic marketing concepts such as segmentation or targeting</li> <li>3. Applying marketing concepts to solve issues related to marketing in different sectors, at local and international levels</li> <li>4. Evaluating and developing marketing strategies; 5. Creating an appropriate operational marketing mix in response to a marketing strategy.</li> </ol>		
<p><b>Teaching Activities (TAs)</b></p> <p>Lecture, Interactive Lecture, Directed Discussion, Case Based Learning, Project-based learning</p>	<p><b>Learning Activities (LAs)</b></p> <p>The format is based on active learning and includes theoretical lectures, coaching sessions for the development of a marketing plan and case studies. To apply the marketing concepts seen in the theoretical courses, students will have to work in teams and develop a complete strategic and operational marketing plan for a (new) sustainable product or service. Moreover, students will have to read and analyze a practical case study.</p>	
<p><b>Contribution to Programme Learning Objectives (PLOs)**</b></p> <ul style="list-style-type: none"> <li>• Learning Objective 1.1: Reinforcement</li> <li>• Learning Objective 1.2: Mastery</li> <li>• Learning Objective 2.1: Reinforcement</li> <li>• Learning Objective 2.2: Reinforcement</li> <li>• Learning Objective 3.1: Mastery</li> <li>• Learning Objective 3.2: Mastery</li> </ul>	<p><b>Assessment methodology / Learners Use of Time and Load</b></p> <p>Group Assignment</p> <ul style="list-style-type: none"> <li>• weight 60%</li> <li>• workload estimated = 40 hours</li> <li>• due 23-01-24</li> </ul> <p>Individual assignment</p> <ul style="list-style-type: none"> <li>• weight 30%</li> <li>• workload estimated = 20 hours</li> <li>• due 25-01-24</li> </ul> <p>Class Participation and preparation</p> <ul style="list-style-type: none"> <li>• weight 10%</li> <li>• workload estimated = 10 hours</li> <li>• due 28-01-24</li> </ul>	
<p><b>Evaluation scale</b></p> <p>0-20</p>		
<p><b>Contribution to the Environmental, social and governance (ESG)</b></p> <p>Course Contribution to ESG: Yes            Contact Hours are dedicated to ESG: 8            Contact Hours containing climate solutions for how organisations can reach net zero: 0  <b>Description of contribution:</b> Marketing is all about creating value. Students will learn how to create sustainable value for the planet, people and prosperity. Throughout the course, a considerable attention will be paid to responsible marketing. Students will have to develop the strategic marketing plan for a new product or service that contributes to one or more Sustainable Development Goals.</p>		

\*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

\*\*CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

\*\*\*PLO - Programme Learning Objectives are available on the curriculum page

### Readings

#### Required

- Kotler, P., Keller, K., & Chernev, A. (2021). Marketing management 16th edition. Prentice Hall.
- Gupta, Sunil. "Marketing Reading: Segmentation and Targeting." Core Curriculum Readings Series. Boston: Harvard Business Publishing 8219, 2014
- Almquist, E., Senior, J., & Bloch, N. (2016). The elements of value. Harvard business review, 94(9), 47-53
- Vila, O., Bharadwaj, S., Morgan, N., & Mitra, S. (2020). Is your marketing organization ready for what's next. Harvard Business Review, 98(12), 104-113
- Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. Harvard business review, 88(1/2), 94-101.
- Hanssens, D. M., & Pauwels, K. H. (2016). Demonstrating the value of marketing. Journal of marketing, 80(6), 173-190.

#### Optional

- Kartajaya, H., Setiawan, I., & Kotler, P. (2021). Marketing 5.0: Technology for humanity. John Wiley & Sons. Roland, T. R., Moorman, C., & Bhalla, G. (2013). HBR's 10 Must Reads On Strategic Marketing.
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. Journal of Marketing, 83(3), 22-49.

### Other Learning Material(s)

#### Required (Available on your Coursera for Campus)

- Google Ads for beginners
- Search Engine Optimization (Optimizing a Website for Google Search)
- Meta Marketing Analytics (Statistics for Marketing & Data Analytics Methods)

**Notice:** The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.