



EMBA-2224-503-Marketing		
Name of lecturer(s) & Email Virginie BRUNEAU virginie.bruneau@ulb.be	Level, Status, Timing Level 1 Compulsory Between 02-03-23 and 04-03-23	ECTS, CH & HW/GW**, Online 3 20 & 66 4
Description of the course unit 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 marketing strategies that generate 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.		
Course unit Chapters <ul style="list-style-type: none"> • Understanding Marketing - Understanding the environment and consumers (partners) • Strategic Marketing <ul style="list-style-type: none"> ◦ Identifying and evaluating market segments and targets ◦ Formulating a marketing strategy ◦ Customer Relationship Management ◦ Corporate Social Responsibility • Operational Marketing • Sell Solutions instead of Products • Focus on Access instead of Place • Sell Value instead of Price • Focus on Education/Emotions/Engagement/Experience instead of Promotion 		
Learning outcomes of the course unit <ol style="list-style-type: none"> 1. Understanding the role of the marketing function in a company; 2. Understanding the main strategic marketing concepts such as segmentation or targeting; 3. Applying marketing concepts to solve issues related to marketing in different sectors, at local and international levels; 4. Evaluating and develop marketing strategies; 5. Creating an appropriate operational marketing mix in response to a marketing strategy. 		
Teaching Methods Lecture, Interactive Lecture, Directed Discussion, Case Based Learning, Project-based learning		
Learning Activities 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.		
Learning Objectives (Check Academic Rules & Regulations) <ul style="list-style-type: none"> • Learning Objective 1.1: Reinforcement • Learning Objective 1.2: Mastery • Learning Objective 2.1: Reinforcement • Learning Objective 2.2: Reinforcement • Learning Objective 3.1: Mastery • Learning Objective 3.2: Reinforcement 	Assessment methodology / Students Use of Time and Load Class participation & preparation <ul style="list-style-type: none"> • weight 10% • workload estimated - 20 hours • due 02-03-22 Group assignment <ul style="list-style-type: none"> • weight 50% • workload estimated - 33 hours • due 23-03-22 In-class exam <ul style="list-style-type: none"> • weight 40% • workload estimated - 33 hours • due 23-03-22 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Lifelong learners will learn how to create sustainable value for all shareholders of a company and for society at large. They will have to integrate sustainable development in the progress of their strategic marketing plan.		
Asynchronous Learning Material (Coursera) Optional coursera hours: <ul style="list-style-type: none"> • Google Ads for beginners - Search Engine Optimization (Optimizing a Website for Google Search) • Meta Marketing Analytics (Statistics for Marketing & Data Analytics Methods) 		
Readings Required Kotler, P., Keller, K., Chernev, A. (2021). Marketing management 16th edition. Prentice Hall. Recommended 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.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work
 ** Learning Objectives are available in the [Lifelong Learner's Handbook](#)