

COURSE OUTLINE - FICHE PEDAGOGIQUE - date de mise à jour : 20/10/2009

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : PERS—RESEARCH PROJECT IN MARKETING (PERS—Projet d’Etudes et de Recherche de Synthèse)	CODE : MEMLVM2503 YEAR / ANNEE : 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU : The objective of the PERS is to place into practice the knowledge and capabilities obtained as a result of the course “Organizing and Managing Marketing for the 21 st Century”. Teams of 5 students will research, write and present a Strategic Marketing Plan for an existing product/service focused in the English-speaking market.	
SKILLS TARGETED / COMPETENCES VISEES : <ul style="list-style-type: none"> • Research and analyze a product/service for an English-speaking market ; • Design a marketing strategy for the product/service ; • Organize and conduct work in a team ; • Produce a well structured report of 20-25 pages ; and • Prepare and give a presentation of 15-minutes. 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR : Marketing Vente	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE : Kym Court	OFFICE / BUREAU : 416
EMAIL : kym.court@devinci.fr	TEL : 01 41 16 75 17

POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE : EMLV	YEAR/ ANNEE : 3
PROGRAM / PROGRAMME : EMLV	SEMESTER / SEMESTRE : 5
TRACK – MAJOR / OPTION : Commerce Marketing	
UNITE D'ENSEIGNEMENT : Marketing Vente	
CREDITS ECTS DU MODULE : 3	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE : 2h45	CM : 1h15	CA :	TD : 1h30	TP :
TOTAL EVALUATION : 0h30	CC :	EXAM / EXAMEN :	PRESENTATION / SOUTENANCE : 0h30	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE	
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT : Anglais	
PREREQUISITES / PREREQUIS : <ul style="list-style-type: none"> • Good level of English (700 TOEIC) ; and • Mastery of all marketing courses and work performed by students in the previous semesters. 	
LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES : As a result of this course, students will be able to : <ul style="list-style-type: none"> • Research, analyze and explain the principal concepts of marketing strategy for an existing product/service in an English-speaking market (acting as a team) ; and • Write and present a strategic marketing report (acting as a team). 	

<p>TEACHING METHOD / METHODE PEDAGOGIQUE :</p> <ul style="list-style-type: none"> • Deductive learning that permits the application of concepts and techniques ; • Regular supervision by an instructor specialized in marketing ; and • Evaluation by the instructors of the final team report and presentation.
<p>EVALUATION METHOD / MODALITES D'EVALUATION :</p> <ul style="list-style-type: none"> • Final written report : 50% (20-25 pages) • Final presentation : 50% (15-minute presentation + 10-minute questions/answers) • Team marks may be lowered up to 2-points depending on the team's organization and work. • Individual marks may be lowered up to 3-points depending on the individual's contribution to the team.
<p>BIBLIOGRAPHY / BIBLIOGRAPHIE : To be defined depending on the subject of the PERS, including :</p> <ul style="list-style-type: none"> • Specialized publications or web sites ; • General business and economic publications ; and • Appropriate data bases – such as Infotheque or Internet.

COURSE SEQUENCE / DEROULEMENT DU MODULE						
SESSION / N° SEANCE	LENGTH / DUREE	TYPE	PERSONAL WORK / TRAVAIL PERSONNEL	TOPIC / THEMES (obligatoire si CC)	COURSE LOGISTICS / LOGISTIQUE DU COURS	INSTRUCTORS / INTERVENANTS (Si impact sur planif)
1	1h15	CM	-	Intro to PERS	Internet/pc/datashow avec sono	Kym COURT
2	0h30	TD	10h00	Meeting with responsible professor	Internet/pc/datashow	Kym COURT <i>or</i> team supervisor
3	0h30	TD	10h00	Meeting with responsible professor	Internet/pc/datashow	Kym COURT <i>or</i> team supervisor
4	0h30	TD	10h00	Meeting with responsible professor	Internet/pc/datashow	Kym COURT <i>or</i> team supervisor
5	0h30	TD	10h00	Final presentation	Internet/pc/datashow avec sono	Kym COURT <i>and</i> team supervisor