

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

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : Organizing & Managing Marketing for the 21st Century	CODE : MEMLVM2502
	YEAR / ANNEE : 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU : Marketing involves the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value. This course addresses the theories and concepts of marketing philosophy and how modern companies use the principles of marketing to deal with competitive challenges and opportunities in the global marketplace.	
SKILLS TARGETED / COMPETENCES VISEES :	
<ul style="list-style-type: none"> • Assessment of the global business environment in order to identify marketing opportunities; • Analysis of marketing strategies over the product life cycle; • Identification of market segmentation, targeting, and positioning strategies; and • Understanding customer relationship management and the delivery of value. 	
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 : 4	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE : 35h00	CM : 33h45	CA :	TD :	TP : 1h15
TOTAL EVALUATION : 3h15	CC : 1h15 inclus dans CM	EXAM / EXAMEN : 2h00	PRESENTATION / SOUTENANCE :	

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 the following courses : “Marketing Fundamental”, “Analyses et Etudes des Marches”.
LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES :
As a result of this course, students will be able to :
<ul style="list-style-type: none"> • provide a critical explanation of the major philosophies of managerial marketing; • discuss the competitive challenges and opportunities facing modern marketing managers; and • understand the relevance of the holistic marketing concept to global business.

<p>TEACHING METHOD / METHODE PEDAGOGIQUE : Lectures combined with case study analyses, class discussions, student projects/presentations and exams.</p>
<p>EVALUATION METHOD / MODALITES D'EVALUATION :</p> <ul style="list-style-type: none"> • Ongoing assessment : 60% (attendance & participation, team project/presentation, mid-term exam) • Final exam : 40% <p>Regardless of the intermediate grades, students are required to obtain at least 08/20 on the final exam to gain a passing grade for the course.</p>
<p>BIBLIOGRAPHY / BIBLIOGRAPHIE : Philip KOTLER & Gary ARMSTRONG, <i>Principles of Marketing</i>, 12th edition, 2008 Pearson/Prentice-Hall; ISBN-13 : 978-0-13-239002-6</p>

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	2h30	CM	--	Marketing for the 21 st Century : Introduction	Internet/pc/datashow avec sono	Kym COURT
2	2h30	CM	3h00	Marketing Strategy : The Strategic Marketing Plan	Internet/pc/datashow avec sono	Kym COURT
3	2h30	CM	3h00	Segmentation : Identifying Market Segments	Internet/pc/datashow avec sono	Kym COURT
4	2h30	CM	3h00	Targeting & Positioning : Selecting Target Markets & Developing a Positioning Strategy	Internet/pc/datashow avec sono	Kym COURT
5	2h30	CM	3h00	The Product Life Cycle : PLC Strategies & New Product Development	Internet/pc/datashow avec sono	Kym COURT
6	1h15	CM	4h00	<i>Mid-Term Exam</i>	Internet/pc/datashow avec sono	Kym COURT + surveillant
7	2h30	CM	3h00	Marketing Strategies for Service Firms	Internet/pc/datashow avec sono	Kym COURT
8	2h30	CM	3h00	Customer Relationship Management	Internet/pc/datashow avec sono	Kym COURT
9	2h30	CM	3h00	Communications : Integrated Marketing Communications	Internet/pc/datashow avec sono	Kym COURT
10	2h30	CM	3h00	Communications : Advertising & Direct Marketing	Internet/pc/datashow avec sono	Kym COURT
11	2h30	CM	3h00	Distribution : Marketing Channels & Supply Chain Management	Internet/pc/datashow avec sono	Kym COURT
12	2h30	CM	3h00	Distribution : Retail Management	Internet/pc/datashow avec sono	Kym COURT
13	2h30	CM	3h00	Pricing : Understanding Customer Value	Internet/pc/datashow avec sono	Kym COURT
14	1h15	TP	10h00	Team Project Presentations	Internet/pc/datashow avec sono	Kym COURT
15	2h30	CM	--	<i>Consolidation</i>	Internet/pc/datashow avec sono	Kym COURT