

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : Organizing & Managing Marketing for the 21st Century	CODE : MEMLM2502 YEAR / ANNEE : 2008/2009
COURSE PRESENTATION & CONTENTS / CONTENU : Marketing management is 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 management 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 macro-environment on marketing opportunities ; • Strategic analysis of marketing mix strategies over the product life cycle ; • Ability to assess market segmentation, targeting, and positioning strategies ; and • Understanding the delivery of value in the holistic marketing organization. 	
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	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE : 33h45	CM : 1h15	CA : 32h30	TD :	TP :
TOTAL EVALUATION : 3h15	CC : 1h15	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.

TEACHING METHOD / METHODE PEDAGOGIQUE : Lectures combined with case study analyses, class discussions, student projects/presentations, and exams.
EVALUATION METHOD / MODALITES D'EVALUATION : <ul style="list-style-type: none"> Ongoing assessment : 60% (attendance & participation, team project/presentation, mid-term exam) Final exam : 40%
BIBLIOGRAPHY / BIBLIOGRAPHIE : Philip KOTLER & Gary ARMSTRONG, <i>Principles of Marketing</i> , 12th edition, 2008 Pearson/Prentice-Hall ; ISBN-13 : 978-0-13-239002-6

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	CA	-	Marketing for the 21 st Century : Intro	Internet/pc/datashow	Kym COURT
2	1h15	CA	1h00	Holistic Marketing : Corporate Social Responsibility & Ethics	Internet/pc/datashow	Kym COURT
3	1h15	CA	1h00	Marketing Strategy : Partnering to Build Customer Relationships	Internet/pc/datashow	Kym COURT
4	1h15	CA	1h00	Marketing Strategy : The Marketing Information System	Internet/pc/datashow	Kym COURT
5	1h15	CA	1h00	Marketing Strategy : The Strategic Marketing Plan	Internet/pc/datashow	Kym COURT
6	1h15	CA	1h00	Marketing Strategy : B-to-B & B-to-C Marketing	Internet/pc/datashow	Kym COURT
7	1h15	CA	1h00	Segmentation : Identifying Market Segments	Internet/pc/datashow	Kym COURT
8	1h15	CA	1h00	Segmentation : Segmentation Strategies	Internet/pc/datashow	Kym COURT
9	1h15	CA	1h00	Targeting : Selecting Target Markets	Internet/pc/datashow	Kym COURT
10	1h15	CA	1h00	Positioning : Creating a Brand Strategy	Internet/pc/datashow	Kym COURT
11	1h15	CA	1h00	Positioning : Developing a Positioning Statement	Internet/pc/datashow	Kym COURT
12	1h15	CA	1h00	The Product Life Cycle : PLC Strategies	Internet/pc/datashow	Kym COURT
13	1h15	CA	1h00	The Product Life Cycle : New Product Development	Internet/pc/datashow	Kym COURT
14	1h15	CA	1h00	<i>Mid-Term Exam</i>	Salle computers	Kym COURT + surveillant
15	1h15	CA	1h00	Marketing Strategies for Service Firms	Internet/pc/datashow	Kym COURT
16	1h15	CA	1h00	Communications : Integrated Marketing Communications	Internet/pc/datashow	Kym COURT
17	1h15	CA	1h00	Communications : Advertising, Sales Promotion & Advertising	Internet/pc/datashow	Kym COURT
18	1h15	CA	1h00	Communications : Direct Marketing	Internet/pc/datashow	Kym COURT
19	1h15	CA	1h00	Distribution : Marketing Channels & Supply Chain Management	Internet/pc/datashow	Kym COURT
20	1h15	CA	1h00	Distribution : Retail Management	Internet/pc/datashow	Kym COURT
21	1h15	CA	1h00	Pricing : Understanding Customer Value	Internet/pc/datashow	Kym COURT
22	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
23	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
24	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
25	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
26	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
27	1h15	CA	1h00	Team Project Presentations	Internet/pc/datashow	Kym COURT
28	1h15	CM	-	<i>Review for final exam</i>	Internet/pc/datashow	Kym COURT