Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G447	Industrial Marketing	7	3	0	0	3	5

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Elective
Course Level	Bachelor Degree
Objective	The goal of the course is to be operational. It should allow the student to understand the main theories in marketing and their concrete applications within companies aiming consumers or other companies
Content	1st lesson: What is marketing? Objectives and controversies. 2nd course: Analysis of consumer behavior 3rd course: Analysis of industrial purchasing 4th course: Elements of market analysis 5th lesson: Synthesis and examples 6th lesson: Case study 7th course: Elements of definition of a marketing strategy 8th lesson: SWOT analysis and its extensions 9.th course: Targeting and positioning 10th course: MIX Marketing 11.th course: MIX Marketing 12th course: MIX Marketing 13. Course: The limits of analysis - The specificities of the industrial field. 14.th lesson: Case and synthesis
References	Numerous works and books including: Mercator: Theories and New Marketing Practices by Jacques Lendrevie, Julien Lévy, Denis Lindon, Collectif Marketing Management by Philip Kotler, Kevin Lane Keller, Delphine Manceau, Bernard Dubois Educational material and analyzed cases will be made available to students on Microsoft Teams.

Theory Topics

Week	Weekly Contents