Content

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