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 give students a good understanding of explaining factors of buying behavior: marketing mix, psychological factors, socio-cultural factors, situational factors
Content	Introduction : marketing definition, objectives and controversies Part one Analyze of actors and buying behaviors Chapter1. The consumer Chapter 2. Buying processes in organizations Part 2. The steps of the marketing approach Chapter 3. Building a marketing strategy Chapter4. Implementing a marketing policy Part 3. Overstepping traditional analysis
References	Armstrong, G., Kotler, P., 2010, Principes de Marketing, Pearson, 10ième Edition Darpy D., Volle P., 2003, Comportements du consommateur, concepts et outils, collection Gestion Sup, Dunod Kotler P., Keller K.L., Manceau D., 2012, Marketing Management 14e édition. Lendrevie J., Lévy J.,2012, Mercator 2013: Théories et nouvelles pratiques du marketing Penaloza, L., Toulouse N., Visconti L.M. (eds), 2011, Marketing Management: A cultural perspective, Routledge.

Theory Topics

Week	Weekly Contents