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			
	by Jacques Lendrevie, Juneil Levy, Dems Lindon, Conceth			
	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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