

Course Syllabus:

Marketing Management : Business Case Study

Autumn Semester

Campus:	IESN Campus
Section:	IB224 Marketing
	MK-oriented IBS module and HRM-oriented IBS module
ECTS Credits:	6
Course Unit Code:	IBS25
Cycle:	First Cycle
EQF Level:	6
Language of Instruction:	English
Total Workload:	150 hours (48 hours in the IBS schedule)
Instructor:	Catherine Bienfait
Course Type:	Compulsory (MK-oriented module) - Elective (HRM-oriented module)

Course Overview

This course explores the impact of culture on international business practices. It aims to equip students with the tools and frameworks needed to understand, interpret, and manage cultural differences in professional contexts.

Learning Outcomes

By the end of this course, students will be able to:

- Deliver a report in the form of a marketing strategy.
 - Deliver an oral presentation in a professional and engaging manner.
 - Justify marketing strategy choices and provide congruent recommendations.
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Course Content

- Business case study sessions (texts)
 - Analysis of the marketing of a Namur company (at least one) and improvement of it
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Teaching Methods

- Preparation readings
 - Information research
 - Online tests
 - Group tutorial sessions
 - As well as group work
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Assessment Method

- **Business Case: an oral presentation about a Namur company and a written business case**
 - *Language of assessment: English*
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Learning Resources

Handout Marketing management: Kotler, Keller, 15th edition.

Key References

- Principles of Marketing, Kotler, Wong, Saunders, Armstrong, 4th European edition •
- Marketing management: Kotler, Keller, 15th edition
- Marketing Briefs: a revision and study guide, (sorts of summaries to study)
- Global marketing management, 5th edition, a casebook