

Course Syllabus:

Marketing Management : Fundamentals

Autumn Semester

Campus:	IESN Campus
Section:	IB224 Marketing MK-oriented IBS module and HRM-oriented IBS module
ECTS Credits:	4
Course Unit Code:	IBS15
Cycle:	First Cycle
EQF Level:	6
Language of Instruction:	English
Total Workload:	100 hours (32 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:

- Explain the marketing concepts, tools and methods under study
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Course Content

Explain the marketing concepts, tools and methods under study.

- Marketing
 - Conducting Marketing Research
 - Developing marketing strategies
 - Analysing consumer markets
 - Identifying market targets and segments
 - Segmentation through communication
 - Designing and managing marketing communication
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Teaching Methods

- real time **lectures**
 - **preparation readings**
 - **information research**
 - **online tests**
 - **group tutorial sessions**
 - as well as **group work**
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Assessment Method

- **Written Examination** – 100% of final grade
Language of assessment: English
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Learning Resources

- PowerPoint
 - Marketing management: Kotler, Keller, 15th edition
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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