

MBA PROGRAM
1st YEAR
GDBA – Graduate Degree in Business Administration
2016-2017

Titre du Cours : **Marketing Management 2**
Course Title:
 Heures : 20
Lecture hours:
 ECTS Credits: 2

➤ **PRE-REQUIS-PRE-REQUISITE**

Marketing Management 1

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

The objective is to: understand the application of marketing concepts and practices as they relate to the business environment. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

Major marketing themes:

Integrating a marketing communication strategy, harnessing new marketing technologies in the digital age, and marketing in a socially responsible way around the globe while coping with the consumers' and the environment strategies of influence.

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

Topics covered:

- Communicating customer value - integrated marketing communication strategy
- Advertising & PR
- Personal selling & Sales promotion
- Direct & online marketing
- Competitive advantage

➤ **METHODES D'EVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

10% class participation
 45% class assignments
 45% final exam

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

Recommended

Kotler & Armstrong, (2014) *Marketing: an introduction, global edition*. Student edition, Pearson, .. 672 p.
 ISBN-13: 978-1292016788