

## Master Direction d'Entreprises (M2 MAE-DE)

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Titre du Cours :	<b>SPECIALIZED MARKETING</b>
<i>Course Title:</i>	
Heures :	20
<i>Lecture hours:</i>	
ECTS Credits:	2

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➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**  
**DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE**

Be able to identify the dynamics of human behavior and the basic factors that influence the consumers decision process.

Be able to demonstrate how concepts may be applied to marketing strategy

Be able to understand innovation strategies in marketing

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

- New criteria for segmenting markets
- New techniques of promotion to target new consumers
- Innovation an new techniques of marketing researches
- Brief an proposal
- Problem definition
- Research designs (exploratory, descriptive, causal)
- Enhancement of qualitative surveys
- Qualitative techniques (projective techniques, netnography...)

➤ **METHODES D'EVALUATION**  
**EVALUATION AND GRADING**

- Continuous assessment : mini exercises during classes to balance the final grade
- Final exam : oral presentation of a case study

➤ **REFERENCES BIBLIOGRAPHIQUES**  
**BIBLIOGRAPHY**

- M R SOLOMON, Consumer Behavior – Prentice hall international Ed., 7th, 2006
- J F. ENGEL, RD. BLACKWELL, PW. MINIARD, Consumer Behavior, The Dryden Press Ed., 8th, 1995
- P. KOTLER, Marketing Management Analysis : Planning and Control, Prentice, Hall Edition, 9th, 1997
- Journal of consumer research (available on the following web site : <http://www.proquest.umi.com>)