

MASTER
Management de l'hôtellerie internationale

Titre du cours : Strategic Marketing

Course title:

Nombre d'heures : 24,00

Lecture hours:

RESUME DU COURS / COURSE OVERVIEW

The course will be based on :

Theoretical basic foundations for Strategic marketing

30 years personal experience in Selling & Marketing from the Professor^{at}

Case studies

External lecturers' testimonials

Being a "course 2.0" it will be adapted to students questions and points of view

PRE-REQUIS / PREREQUISITES

None, except classical Master 1 capacity to follow this course in english

COMPETENCES ACQUISES A LA FIN DU COURS / LEARNING OBJECTIVES

The aim of this course is to give the main characteristics of different parts of Strateging Marketing in an international environment.

An important focus will be made on "learning by doing" and the capacity of team working.

EVALUATION (CONTROLE CONTINU = MIN. 2 EPREUVES) / ASSESSMENT AND GRADING (Min. 2 tests)

	Pourcentage / Weight	Type
Epreuve 1 / Assessment n° 1	10%	Présence / Atte
Epreuve 2 / Assessment n° 2	20%	Présentation /
Epreuve 3 / Assessment n° 3	50%	Etude de cas / C
Epreuve 4 / Assessment n° 4	20%	QCM / Multiple
Epreuve 5 / Assessment n° 5		
TOTAL	100%	

REFERENCES BIBLIOGRAPHIQUES ET SUPPORTS PEDAGOGIQUES / BIBLIOGRAPHY AND SUPPORT MATERIALS

Type	Libellé / Details (indiquez le code ISBN pour les ouvrages / Please insert ISBN code for books)
Recommandé/Recommen	Market-Driven Management by Jean-Jacques Lambin & Isabelle Schuiling. c/° Palgrave macmillan
Recommandé/Recommen	Mercator; tout le marketing à l'ère du digital by Baynast, Lendrevie & Levy . c/° Dunod