



2IN5106 – Marketing and its tools: towards responsible marketing ?

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Department: CAMPUS DE METZ
Language of instruction: FRANCAIS
Campus: CAMPUS DE METZ
Workload (HEE): 40
On-site hours (HPE): 27,00
Elective Category : Business Sciences
Advanced level : No

Description

What is the use of marketing for an engineer? The objective of this course is to show that marketing is not intended to sell useless products, but can be a lever for detecting, initiating and accompanying major societal changes and a driver of technological innovation by positioning it as a means and not an end in itself. The different concepts and tools will be approached from the engineer's point of view by illustrating how they support his job.

Quarter number

Intensive week SG6

Prerequisites (in terms of CS courses)

None

Syllabus

1. Introduction:

- Definitions
- corporate/marketing strategies
- strategic/operational marketing
- Impact of sustainable development on Marketing - Opportunity or constraints

2. The market :

- a. Markets
- b. The consumer
- c. Studies
- d. Tools: SWOT, PESTEL



3. Marketing strategy

- a. Segmentation
- b. Targeting
- c. Positioning

4. Operational marketing

- a. Marketing mix and sustainable development
- b. Brand management
- c. Product Management
- d. Distribution
- e. Awards
- f. Communication and corporate social responsibility
- g. Focus: Digital marketing, content marketing, B2B marketing

5. Marketing today

- a. Lean Start-Up
- b. Design Thinking

Class components (lecture, labs, etc.)

Alternating between presentation of concepts and group work (3-4 students). Each group will explore a project that will be the common thread of the week allowing the concepts to be put into practice.

Grading

Alternance entre la présentation des concepts et le travail en groupe (3-4 élèves). Chaque groupe explorera un projet qui sera le fil rouge de la semaine permettant de mettre les concepts en pratique.