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## 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

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### 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.