



MARKETING

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Lecturers: Sylvie MIRA

| Lecturers : 32.0 | TC : 0.0 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Understand marketing.
Understand how to implement a marketing approach

Keywords : Market study.
Customers behavior.
BtoB marketing.
Marketing and social networks

Programme

Marketing methods and tools
Market research
BtoB marketing
E-marketing
Marketing strategy

Learning outcomes

- Be able to carry out a market study.
- Be able to design customers personas
- Be able to design a marketing strategy

Independent study

Objectifs : Conduct marketing studies

Méthodes : Case studies

Core texts

FERRANDI Jean-Marc, LICHTLE Marie-Christine, AMBROISE Louise, COTTET Fabrice, *MARKETING*, Dunod, 2021
TRUPHEME Stéphane, GASTAUD Philippe *LA BOÎTE À OUTILS DU MARKETING DIGITAL*, Dunod, 2020

Assessment

Case studies