

Advanced Marketing Planning

EM4R5M06

Program

PGE

PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Strategic marketing

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

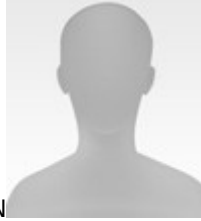
Open to visitors

Yes

Language



Coordinator



Cedric GROSSMANN

List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Cedric GROSSMANN	cedric@mkngconsulting.com	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

This course aims to address the role of marketing in strategy development and offers a focus on competitive positioning and market choices.

Teaching methods

Face-to-face

- Lectures

In group

- Projects

Interaction

No items in this list have been checked.

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **define** marketing resources as the foundation for differentiation
 - - (level 2) **explain** Explain resource capabilities
 - - (level 4) **analyze** - Analyze generic routes to competitive advantage creation
 - - (level 6) **develop** Develop a structured analysis and recommendations to optimize strategic marketing choices
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

The course is based on Hooley et al. (2017) Marketing strategy and competitive positioning, Pearson 6th ed.

1.) Marketing resources as the foundation for differentiation

Value-creating disciplines

The resource-based view of the firm

Creating and exploiting marketing assets

Developing marketing capabilities

Resource portfolios

2) Creating sustainable competitive advantage

advantage creating resources

resource imitability ladder

generic routes to competitive advantage

No prerequisite has been provided

Knowledge in / Key concepts to master

Basic knowledge and understanding of marketing general concepts

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Syllabus

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

The Plan-As-You-Go Business Plan. Author: Tim Berry

Successful Business Plan: Secrets & Strategies- September 16, 2010 by Rhonda Abrams

Additional literature

Further reading :

<http://www.entrepreneur.com/businessplan/index.html>

<https://www.sba.gov/writing-business-plan>

<https://www.gov.uk/write-business-plan>

<http://www.barclays.co.uk/Startupsupport/Writingasmallbusinessplan/P1242559649359>

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) : NC

Oral / Group / English / Weight : 60 %

Details : Students will solve the "Arty Store " case study develop an analysis of the market, and the competitive positioning of the company, and recommend action for developing a SCA

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1, L02.2, L02.3

Final evaluationExam week

Written (60 Min.) / Individual / English / Weight : 40 %

Details : Final exam on class content (open questions)

This evaluation is used to measure L01.1, L01.2, L02.1, L02.2, L02.3