

Strategic Decisions in Marketing

EM1F4M54B

Program

Bachelor
BAI 3A Bachelor Affaires Internationales

UE

Strategic Decisions in Marketing

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

ECTS

5

Open to visitors

Yes

Language



Coordinator

Claude CHAILAN



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Raficka HELLAL-GUENDOZI	raficka.hellal-guendouzi@em-strasbourg.eu	27 h
Claude CHAILAN	chailan@unistra.fr	27 h

Pedagogical contribution of the course to the program

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Analyze the challenges related to the values of diversity, ethics and sustainable development

Apply the concept of corporate social responsibility

Integrating sustainable development goals into business deployment

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Prioritize impact management taking into account the economic and social issues supported by a European mindset

Appliquer un management à impact grâce aux connaissances et aux outils de base dans les domaines du management

Expose the managerial issues

Apply managerial concepts and practices

Description

This course is a business simulation. Participants are organized in teams, and are to manage the marketing department of a large corporation. Teams are competing with several other firms in a same industry. Each team is responsible for formulating and implementing the long-term marketing strategy of your division. In particular, teams have to:

- Work in a highly competitive market
- Target consumer segments and position your products
- Interface with R&D to design and develop new products
- Launch new products and improve existing ones
- Interface with the production department
- Make marketing mix decisions: pricing, advertising, ...
- Decide on the size and priorities of your commercial team
- Order market research studies to get up-to-date information for decision making.

The objective is to maximize the Share Price Index of the company, which takes into account several indicators including net contribution generated, product market share, ability to grow the organization's revenues and the quality of projects successfully completed.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises

Interaction

- Discussions/debates
- Games (educational, role play, simulation)

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 3) **Employ** marketing tools and concepts seen all along their studies
 - - (level 4) **Analyze** a competitive environment and figure out options to create value for customers and the company
 - - (level 5) **Plan** a consistent marketing plan, long-term
 - - (level 6) **Appraise** their managerial practice within a team
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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 cohort is split in several teams and each team is managing a company, with a special (but not exclusive) focus on strategic marketing.

Teams are competing one against another.

A set of managerial decisions are taken all over a 3 days long period, and teams receives a individualized feedback after each of these decisions.

Also, 'Incidents', crisis situations might occur, as in real business life.

On the last day, teams are asked to assess how they managed the company.

A presentation is made by each team to the board of the company.

No prerequisite has been provided

Knowledge in / Key concepts to master

Marketing Fundamentals OR Marketing Management OR Brand management OR Introduction to Corporate Finance.

None of these courses is required, but recommended.

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Case studies/texts

Moodle platform

- Coaching/mentoring

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

Best, R. (any year of publication), Market-Based Management. Pearson

Grant, R. (any year of publication), Contemporary Strategy

Additional literature

No reading material has been provided.

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 1 Other (date, pop quiz, etc.) : All sessions

Written and oral / Group / English / Weight : 30 %

Details : Activity reports - Starting Situation Report and/or Management report -

This evaluation is used to measure ILO1.2-BAI, ILO1.3-BAI

Final evaluation Last class

Written (30 Min.) / Group / English / Weight : 40 %

Details : Teams' results at the end of the business simulation

Final evaluation Last class

Written and oral (30 Min.) / Group / English / Weight : 30 %

Details : Team final presentation and/or report