

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

ECTS

5

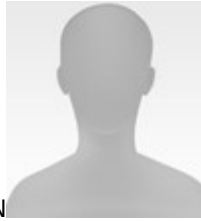
Open to visitors

Yes

Language



Coordinator



Cedric GROSSMANN

List of lecturers

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

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Developing a strategic and managerial vision in a complex, uncertain and changing environment

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Co-build a managerial and organizational culture through collaborations and team projects

Effectively argue his ideas orally and in writing with a professional posture

Adopt a responsible leadership posture by being an actor in its own development and that of its teams

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

Communicate in a professional context in (foreign) languages, in writing and/or orally

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
3) Case study seminar

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

No assessment methods have been attributed to this course yet.