



## EC 32.3 Marketing 2



**ECTS**  
2 credits



**Component**  
Collège Etudes  
Européennes et  
Internationales  
(EEI)



**Number of  
hours**  
20h



**Semester**  
Autumn

### In brief

- **Teaching language(s):** English
- **Teaching method:** Face-to-face
- **Open to exchange students:** Yes

## Presentation

### Description

The teaching methods are designed to develop the understanding of marketing and e-marketing strategies and the ability to use them in real business situations.

The beginning of the course is mainly theoretical, based on marketing concepts. Collective reflection and critical analysis are more than welcome at this stage.

From lesson 2 onwards, the methods become more practical.

Through case studies and a practical approach to the concepts, the course focuses on tools and analysis. Public speaking is strongly encouraged.

The case studies will follow the recommended method throughout the lessons. Students will be accompanied step by step and their work validated or corrected before moving on to the next step.

<b>Contents 1</b> <b>Introduction</b>	Basics of marketing for market analysis : Marketing environment / Marketing strategy (segmentation, targeting, positioning) / Marketing mix (4P's and 7P's) / SWOT / PESTEL / Porter's 5 forces
<b>Contents 2</b>	Consumer behaviour :Different theoretical approaches / Factors influence / Patterns & segmentation / Marketing funnel : customer decision making process



<b>Contents 3</b>	How to Set Up a marketing strategy : methodology using a business case Market Segmentation / Target Market / Product Segmentation Market / Product grid / Marketing strategies / Marketing mix
<b>Contents 4</b>	Branding strategy  Market research /Audience targetting / Value proposition / Brand purpose / Competitors watch / Brand voice and personality / Brand message and story / Brand identity and emotional connection : trends, typography, logos and colours language
<b>Contents 5</b>	Sales forecasting and analysis / sales management tools  Analysing, changing and adapting a marketing strategy
<b>Contents 6</b>	e-Marketing : what selling strategies online ? Tools / Cases / Technical aspects of a website & social networks  Direct marketing tools / Cross-canal and multi-canal strategies / E-business project management
<b>Contents 7</b>	e-Marketing case :applying a marketing strategy to an online brand

---

## Objectives

- \* Understand the customer's decision-making processes
- \* Apply the elements of the marketing mix in a global context: product and price policy, SWOT analysis, distribution channels, communication, etc.
- \* Help companies to sustain their growth through the implementation/participation of their marketing strategy
- \* Be able to analyse previous marketing actions and improve the future strategy
- \* Work in a team to implement innovative e-marketing strategies

---

## Knowledge check



1st exam session : continuous assessment during classes

Resit session : Written or Oral exam

## Useful info

---

### Place

➤ Bayonne