USM310 - Marketing

Présentation

Prérequis

Master in Management M1 Group: Core curriculum

Objectifs pédagogiques

This course explores the key concepts and processes of marketing, from the perspective of the general manager, customer analysis (including customer behavior and market segmentation) and the basic principles of marketing strategy (involving product policy, pricing, communication, and channels of distribution). Issues of marketing in a digital world are also considered.

Programme

Contenu

- Conceptual foundations
- The Marketing Environment
- Customer Buying Behavior, customer acquisition and retention
- Value-based marketing
- Developing and Managing Products
- Pricing Concepts / Setting Prices
- Marketing in a digital world
- Marketing communications
- Distribution channels

Modalités de validation

- Contrôle continu
- Examen final

Mis à jour le 27-08-2026

Code : USM310

Unité spécifique de type mixte

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Christelle PEZON

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