

Current Marketing Challenges



Crédits ECTS
Exchange
4.0



Composante
Institut
universitaire
de technologie
(IUT2)



Période de
l'année
Automne (sept.
à dec./janv.)

Diplômes intégrant cet élément

- Diplôme d'Université Business administration

- > Langue(s) d'enseignement: Anglais
- > Ouvert aux étudiants en échange: Oui
- > Crédits ECTS Exchange: 4.0

Présentation

Description

The "Current Marketing Challenges" class is a hands-on learning experience aimed at pulling together the various tools and concepts taught and used in a marketing curriculum: identifying and measuring customers needs and wants, selecting and targeting appropriate customer segments, developing a relevant marketing mix of product, pricing, promotion and distribution to attract, retain and develop customers. Students will work mostly in teams on real business cases.

This will allow each participant to tackle marketing issues based on imperfect data, uncertainty, constantly changing environment, in an entrepreneurial approach. Case studies will expose students to current frameworks and new theory developments, helping them form critical analysis skills and a reliable decision-making process.

Période : Semestre 1

Évaluation initiale / Session principale

Libellé	Nature de l'enseignement	Type d'évaluation	Nature de l'évaluation	Durée (en minutes)	Nombre d'épreuves	Coefficient de l'évaluation	Remarques
	UE	CT	Ecrit et/ou Oral			100%	

Infos pratiques

Campus

➤ Grenoble - Doyen Gosse