

MASTER EN ADMINISTRATION ET ENTREPRENEURIAT
« Direction d'Entreprise » MAE « DE »

Titre du Cours : SPECIALIZED MARKETING
Course Title:
Heures : 20 H
Lecture hours:
ECTS Credits: 2

➤ **PRE-REQUIS-PRE-REQUISITE**
Niveau 5ème Année - MAE

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES :**

- Be able to identify the dynamics of human behavior and the basic factors that influence the consumers decision process.
- Be able to demonstrate how concepts may be applied to marketing strategy
- Be able to understand innovation strategies in marketing.

➤ **CONTENU DU COURS / DESCRIPTION OF THE COURSE**

- New criteria for segmenting markets
- New techniques of promotion to target new consumers
- Innovation an new techniques of marketing researches
- Look for operational support
- Research designs (exploratory, descriptive, causal)
- Enhancement of qualitative surveys
- Qualitative techniques (projective techniques, netnography...)

➤ **LISTE DES SUJETS OU RESUME DES SÉANCE/ TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE**

- Continuous assessment : mini exercises during classes to balance the final grade
- Final exam : oral presentation of a case study.

➤ **METHODES D'ÉVALUATION (CONTROLE CONTINU) / EVALUATION AND GRADING**

- Présence/participation : 10%
- Evaluation écrite n°1 : 30 %
- Evaluation écrite n°2 : 30 %
- Evaluation orale n° 1 : 30 %

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

- M R SOLOMON, Consumer Behavior – Prentice hall international Ed., 7th, 2006
- J F. ENGEL, RD. BLACKWELL, PW. MINIARD, Consumer Behavior, The Dryden Press Ed., 8th, 1995
- P. KOTLER, Marketing Management Analysis : Planning and Control, Prentice, Hall Edition, 9th, 1997
- Journal of consumer research (available on the following web site : [http: www. proquest.umi.com](http://www.proquest.umi.com))