

## 1 Module content

Course	MA in InterCultural Management (ICM) - 1 <sup>st</sup> year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Introduction to Marketing
Lecturer	Véronique Collange
Objectives	The objective of the course is to allow each student to understand and know how to use the main concepts and tools of strategic and operational marketing (segmentation, positioning, brand, product, price, communication, distribution ...).
Number of hours	10
Semester	First
Number of students	Around 30

## 2 Evaluation

Evaluation methods	Market review (analysis of a market).
Weighting	100%
Examination types	Written report

## 3 Teaching methods

Pedagogy	Lectures and interactive courses
Teaching activities	Lectures, case studies, discussions, ...

## 4 Program

1. Introduction to marketing

2. Product policy
3. Price policy
4. Communication policy
5. Distribution policy

## 5 References

Lendrevie J., Levy J. et Lindon D. (2003), *Mercator*, Dalloz, 7<sup>ème</sup> édition (in French).

Kotler P. and Keller K.L. (2016), *Marketing Management*, Pearson, 15th edition (in English).