



L'excellence à la portée de tous !

Un ministère de Calvary Chapel-Port-au-Prince

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Syllabus

Course Title

MARKETING II

I. General Description

This course is an in-depth study of marketing concepts, focusing on the creation, promotion, distribution, and sale of products or services. Through this course, students will review basic marketing concepts, including strategic marketing, strategic planning, marketing planning, competition analysis, new product launches, product line management, distribution management, product pricing, communication and sales management, and the control of marketing activities. They will also have the opportunity to apply what they have learned through simulation tools and case studies from the real world, particularly in Haiti.

II. Course Objective

- Deepen the basic concepts of marketing and their application in businesses and organizations.
- Learn how to develop an effective marketing strategy.
- Be able to analyze competition and the market.
- Understand different strategies for distribution, pricing, communication, and sales.
- Learn how to launch new products and manage existing product lines.
- Be able to control and evaluate marketing activities.

III. Course Outline

Session 1: Introduction to Marketing

- The concept of marketing
- Recent developments in marketing

Session 2: Strategic Marketing

- The concept of strategic marketing
- The different stages of strategic planning

Session 3: Marketing Planning

- The different stages of marketing planning
- Segmentation, targeting, and positioning

Session 4: Competition Analysis

- Analysis of the competitive environment
- The different types of competitors

Session 5: New Product Launches

- The different stages of the launch process
- The different types of launches

Session 6: Product Line Management

- Managing a product portfolio
- Product development strategies

Session 7: Distribution Management

- The different distribution channels
- Managing the relationship with distributors

Session 8: Product Pricing

- Different pricing strategies
- Different types of costs

Session 9: Communication and Sales Management

- Different forms of communication
- Managing customer relationships

Session 10: Control of Marketing Activities

- The different types of control
- Performance indicators

Evaluation

Weekly test/quiz: 20%

Mid-course (written exam + oral presentation): 40%

Presence + participation: 10%

Final project: 30%

IV. REQUIREMENTS AND PRACTICAL ADVICE

A. Attendance: Regular class attendance is required. Roll call will be taken daily. After three absences, your grade will be negatively affected. If additional absences occur, your grade will continue to suffer. Oral participation is very important. Please note that attendance affects both your oral participation grade and your daily quiz results. A missed quiz (or exam) will result in a grade of 0.

B. Written Assignments: All written assignments **MUST** be submitted **ON TIME**. Be ready to submit written exercises, even if sometimes we will correct them in class and you do not need to submit them to me.

C. Directed Research Project: You will need to submit a directed research project of 3 to 5 pages on a business-related topic by the specified date. A preliminary (and ungraded) version of the document must be submitted to the professor one month before the end of the course. Please ask me to review this document and help you improve it before submitting the final version.

v. **WARNING:**

Some information in the syllabus may be subject to change. **PLAGIARISM CLAUSE:** All written work submitted to the professor must be the original thoughts and expressions of the student.

vi. **COURSE TEXTBOOK:**

Vocabulaire Progressif du Français des Affaires with 200 exercises by Jean Luc Penfornis

VII. BIBLIOGRAPHY

Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson.

Armstrong, G., & Kotler, P. (2015). Principles of Marketing. Pearson.

Perreault Jr, W. D., & McCarthy, E. J. (2014). Basic Marketing: A Marketing Strategy Planning Approach. McGraw-Hill Education.

VIII. WEB RESOURCES

<https://www.cours-gratuit.com/cours-marketing/cours-sur-le-concept-demarketing-en-pdf>

<http://www.marketplace-simulation.com>