



SUM2526_16 STRATEGIC MARKETING

Course Leader	Amaury Leclercq de la Baume , Marketing, Communication, and International Business Development consultant. 20+ years marketing and sales experience in various EU countries
Course Description	A comprehensive view of the indispensable levers to elaborate a marketing strategy and plan implementation.
Course Objectives	Take advantage of the recipes taught to elaborate a Strategic marketing plan in all areas of marketing and communication.
Tackled Concepts	<ul style="list-style-type: none"> • Research marketing • Strategic marketing construction • The marketing plan • How communication evolved thanks to digital innovation • The phygital answer for a delighting user experience • Inbound and outbound communication • Social selling • Omni-channel direct marketing planning. etc.
Learning Methods	Lectures, case study, workgroups, collective and individual practice (Generative AI practice)
Evaluation / Assignments	In-class discussion, case study, group presentation, exam.
Bibliography / Course Material	<ul style="list-style-type: none"> • Marketing management, Kotler. • Marketing Warfare, Al Ries, Jack Trout. • The Art of War, Sun Tzu. • Marketing management, Kotler.
Number of Credits	4 ECTS; 2 US
Schedule	<p>4-day Seminar – 24 teaching hours</p> <p> Session 1: Introduction Session 2: Marketing and business key concepts Session 3: Strategy, intelligence, planning Session 4: Implementation and control Session 5: A holistic customer approach Session 6: Website Session 7: Search & Content MKG Session 8: Go (Anti-)Social! Session 9: Direct marketing Session 10: Exam & workgroup presentation </p>