

UE-ALT-04 Marketing

Master Degree : Mechanical Engineering and Materials sciences

Reference number : UE ALT04

Title of the subject : **Marketing**

University component : **UFR MIM/ UFR SCIFA**

Coordinating lecturer : **S. Cotelle** : sylvie.cotelle@univ-lorraine.fr

Semester : **Autumn**

Total hours of classes : **42h** ECTS credits : **2**

Teaching language : French

Course proposed in English for exchange students : No

Course composition	Coef.	Number of hours		
		lectures	Tutorials	Practical works
Marketing		32	10	

Objectives: Study and research in marketing

Prerequisites : none

Course syllabus

Information and marketing decisions of innovation
 Objectives, problems and methodologies of marketing studies
 Collection of primary information: sample surveys, experimentation
 Collection of secondary information: documentation, data bases
 Studies in strategic and operational marketing: the trends of the market,
 Determination of price, distribution ratios, advertising impact and communication strategy