

OIBUSX06 – Principles of marketing

Professor: Yousra OURZIK
Contact information:
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Department: International affairs
Semester: 1

Course level: Undergraduate (L3)
Domain: Business
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

This course aims at giving a general overview of Marketing, developing its main concepts, methodologies and practices. This introductory course will provide a good basis for students who wish to pursue with a master's in marketing, as well as those who are curious to know more about the fundamentals of this subject.

The course will consist of theoretical lectures (class topics detailed below), enriched with in-class discussions based on exercises and analysis of appropriate case studies / examples. These concepts will be applied to an end-of-term group project as well as through a virtual simulation game.

Prerequisites

None

Learning outcomes

The specific objectives of this course are the following:

- Discover and understand the key notions and tools of marketing
- Understand the importance of consumer insights
- Discover the components of a marketing strategy as well as those of the marketing mix
- Evaluate and critically analyse a marketing strategy
- Develop a consistent marketing strategy
- Understand current developments in the marketing discipline

Assignments and grading

The course evaluation will be based on:

- An individual exam (30%)
- A Marketing Team Project (40%): a presentation of a company's marketing strategy + the critical analysis of the marketing mix elements + valuable recommendations for improvement + marketing metrics/indicators allowing to evaluate the performance
- MCQ in S3 and S8 (20%)
- Class preparation and active participation (10%)

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	Introduction to marketing and to the module
2	Understanding consumers
3	Understanding the market environment + Market research
4	Marketing strategy + branding
5	Marketing mix - Product and services
6	Marketing mix - Communication
7	Marketing mix - Distribution
8	Marketing mix - Price
9	Contemporary issues in marketing & Behavioral Marketing
10	Destination Marketing Business Game
11	Team Project Presentation
12	Final Exam

Bibliography

- Kotler P. & Armstrong G., *Principles of Marketing*. Pearson Education.
Available in Dauphine Library: 658.8 PRI

Lecturer's biography

Yousra Ourzik is a teacher and PhD candidate at the University of Paris Dauphine PSL. In 2015, she received a Master's degree from Grenoble Business School where she showed a great passion for marketing. She worked as a marketer for big companies based in Belgium, Caribbean and Marrakech. In 2019 she enrolls at the University of Paris Dauphine to pursue her Doctorate degree.

MyCourse

This course is on MyCourse: **no**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.