

Advances in Marketing Theory and Practice (EM165M24)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Advances in Marketing Theory and Practice : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	45

Coordinator

Norah CAMPBELL

Lecturers

Instructor	Population	Email
Norah CAMPBELL	Population	

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

This module concentrates on the marketing environment and strategy challenges for the major markets of healthcare, food, fashion and tourism. It encourages you to think of how traditional marketing management is challenged by the particular psychological, economic and social dimensions of marketing health, food, fashion and space.

Educational organisation

In class

Lectures

Presentations

In groups

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Learning outcomes

Upon completion of this course, students should be able to :

- **Present** ideas and papers related to marketing in front of colleagues without the use of PowerPoint;
- **Explain** the limits to marketing under climate change and develop mitigation strategies
- **Analyze** and critique the current global marketing environment of food, fashion and places;
- **Assess** scientifically the sensory dimension to marketing

Outline

Lesson 1 : Food Marketing: Obesity, Diets, Fashion and Food

Lesson 2 : Fashion Marketing: The Image Economy

Lesson 3 : Destination Marketing: The Branding of Space and Place

Lesson 4 : The Sensuality of Marketing

Lesson 5 : Climate change : morality, markets and mortality

Prerequisites

Key concepts to understand :

Knowledge of :

This module is suitable for students who have at least 20 ECTS of marketing study (or a germane area, e.g. communication theory, consumer psychology)

Teaching material

Documents in all formats

- Guide
- Newspaper articles

Recommended reading

Major works :

Lesson 1:

Reading: Chandon, P. and Wansink, B. (2012) Does food marketing need to make us fat? A review and solutions. Nutrition Reviews

Magazine Article: Campbell (2017) Marketing is Killing Us: The Case of Food.

<https://villagemagazine.ie/index.php/2017/07/the-health-halo-marketing-is-killing-us/>

Documentary: (2012) The Men Who Made Us Fat. (Episode 3, BBC 2 and FreshOne Productions, 58 mins Link here: <https://vimeo.com/45786862>)

Lesson 2 :

Buhalis (2009) Marketing the Competitive Destination of the Future Annals of Tourism

Buhalis and Yazici-Malkoclar (2008) Lastminute.com: from reservation system to lifestyle portal [case uploaded on Blackboard

Lesson 3 :

McQuarrie et al. (2012) The Megaphone Effect: Taste and Audience in Fashion Blogging. Journal of Consumer Research

Documentary: (2015) The True Cost of Fashion <http://truecostmovie.com/>

Campbell (2017) Marketing is Killing Us II: The Case of Fashion

Lesson 4 :

Reading: Krishna (2013) Sensory Marketing: An integrative overview. Journal of Consumer Psychology

Krishna (2015) The Science of Sensory Marketing Harvard Business Review

Lesson 5 :

Reading: Wittneben and Kiyar (2009) Climate change basics for managers Management Decision

Documentary: Bartlett (2012) Arithmetic, Population and Energy (University of Colorado, Boulder, 65 mins) https://www.youtube.com/watch?v=e_VpyoAXpA8)

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

oral / individual / English / weighting : 10%

additional information : Attendance and active participation in class

This evaluation serves to measure LO1.2, LO2.2

Intermediate evaluation / continuous assessment 2 :

written / individual / English / weighting : 40%

additional information : Daily class quizz

This evaluation serves to measure LO1.1, LO1.2

Intermediate evaluation / continuous assessment 3 :

written + oral / in group / English / weighting : 50%

additional information : Group portfolio

This evaluation serves to measure LO1.1, LO2.1, LO2.2, LO2.3

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.