

## MARKETING

**Diploma:** Master Behavioral and Digital Economics for Effective Management, 2<sup>nd</sup> year

**Description:** Marketing Management is a course for non-specialists.

The objective of the course is to allow each student to understand and know how to use the main concepts and tools of strategic and operational marketing (segmentation, positioning, brand, product, price, communication, distribution ...), as well as to give them an international perspective.

*10 hours of this course are devoted to the international aspects of marketing.*

Hours: 20

ECTS: 4

Level: beginners

Code UE (to mark on the learning agreement): 3-2M1IMBS3CS1