I. Latest development in marketing

II. Marketing courses, majors and minors at LSM

III. Future of marketing jobs

IV. Testimonials of marketers
I. Latest development in marketing
Key changes in marketing

New technologies

Major changes in the environment

Impact on consumers

Impact on companies
Major disruption
Key actors

- Google
- Apple
- Facebook
- Amazon
Key focus on understanding this consumer

(One major with this focus)
These changes have a major impact on consumer’s habits

Different habits and behaviours

The consumer

- Is connected all day via different devices: smartphone, tablets, etc...
- Has more access to information
- Can compare brands and prices
- Is connected to social media....
Consumer’s needs have changed

Different needs

Consumers want:

- More individualized service/product
- Interaction with the firm
- Information all day
- To buy wherever he is
- To co-create
- Get the recommendations of friends.....
The emergence of new data to understand consumers
Impact on companies

The firm has to adapt to better answer to new consumer’s needs
In conclusion

New technologies

Major changes in the environment

Impact on consumers

Impact on companies

Major changes in marketing
II. Marketing courses, majors and minors at LSM
Master 120

Year 1

Q1
Core courses (15 ECTS)

MAJOR part 1 (15 ECTS)

Q2
Core courses (15 ECTS)

MAJOR part 2 (15 ECTS)

Year 2

Q3
Exchange
or: MINOR + 3 courses (30 ECTS)

Q4
Internships (10 ECTS)

Master Thesis + seminar (20 ETCS)
Key Principles

✓ Lectures with new concepts

✓ Real case studies

✓ Guest speakers

✓ Individual or Group projects

✓ International company games....
Key principles

- Active participation

- Oral presentations....
# Core Course for GEST

Compulsory course for all GEST

<table>
<thead>
<tr>
<th>Q1P1</th>
<th>CORE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LL2102</td>
<td>Advanced strategic marketing I</td>
</tr>
<tr>
<td>LL2122</td>
<td>Advanced strategic marketing 2</td>
</tr>
</tbody>
</table>

Key elements in Teaching:
- Guests speakers
- Group Brand project
Core course for INGE

Compulsory course for all INGE

<table>
<thead>
<tr>
<th>Q1P1</th>
<th>CORE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1P1</td>
<td>LLSMF 2013</td>
</tr>
<tr>
<td></td>
<td>Data analytics applied in business 1</td>
</tr>
<tr>
<td>Q1P1</td>
<td>LLSMF 2014</td>
</tr>
<tr>
<td></td>
<td>Data analytics applied in business 2</td>
</tr>
</tbody>
</table>
Majors in Marketing

- **LLN**
  - Marketing strategy for connected brands - (Inge & Gest)
  - Consumer insights (Gest)

- **Mons**
  - Décisions marketing tactiques et digitales - MONS (Inge & Gest)
  - Business Analytics and Digital Marketing (Inge)
Major marketing strategy for connected brands - Professors in LLN

O. de Broqueville
K. Charry
T. Jupsin

N. Steils
I. Schuiling
L. Chevalier

ING
BNP PARIBAS FORTIS
Mondelez International
Unilever
BRIDGESTONE

PHD
PHD
Speaky
## Major Marketing strategy for connected brands - LLN

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>L</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First semester (Q1P2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LLSMS2000</td>
<td>Marketing research</td>
<td>EN</td>
<td>N. Steils</td>
</tr>
<tr>
<td>LLSMS2001</td>
<td>New Models and e-commerce</td>
<td>EN</td>
<td>O. de Broqueville</td>
</tr>
<tr>
<td>LLSMS2002</td>
<td>International Marketing</td>
<td>EN</td>
<td>T. Jupsin</td>
</tr>
</tbody>
</table>

### Key elements in Teaching

- Analysis of a consumer database
- Business game
- Case

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22
# Major Marketing strategy for connected brands - LLN

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>L</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Second semester (Q2P2)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LLSMS2004</td>
<td><strong>Big data/data mining applied to marketing</strong></td>
<td>EN</td>
<td>L. Chevalier</td>
</tr>
<tr>
<td>LLSMS2006</td>
<td><strong>On-line and Off-line communication strategies</strong></td>
<td>EN</td>
<td>K. Charry</td>
</tr>
<tr>
<td>LLSMS2002</td>
<td><strong>Brand management</strong></td>
<td>EN</td>
<td>I. Schuiling</td>
</tr>
</tbody>
</table>
Majors in Marketing

- **LLN**
  - *Marketing strategy for connected brands* - (Inge & Gest)
  - *Consumer insights* (Gest)

- **Mons**
  - *Décisions marketing tactiques et digitales - MONS* (Inge & Gest)
  - *Business Analytics and Digital Marketing* (Inge)
Major Consumer insights - LLN
Major Consumer insight
Professors in LLN

N. Kervyn
PRINCETON UNIVERSITY

G. Pleyers

C. Ruwet

T. Jupsin

Chaire Hoover d'éthique économique et sociale

Mars Incorporated
L'Oréal
Unilever
Bridgestone
# Major Consumer insights - LLN

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
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<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>LLSMS2024</td>
<td><strong>Analyzing, predicting and optimizing consumers’ reactions</strong></td>
<td>fr</td>
<td>G.Pleyers</td>
</tr>
<tr>
<td>LLSMS2021</td>
<td><strong>Managing brand equity</strong></td>
<td>en</td>
<td>T.Jupsin</td>
</tr>
<tr>
<td>LLSMS2001</td>
<td><strong>Comportement du consommateur</strong></td>
<td>fr</td>
<td>N.Kervyn</td>
</tr>
</tbody>
</table>

- **Group assignment**
  - qualitative methods
  - master thesis

- **Case studies & Guest speakers**

- **Students presentation & marketing application**
# Major Consumer insights - LLN

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>Language</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>LLSMS2005</td>
<td>Surveying consumers</td>
<td>fr</td>
<td>G. Pleyers</td>
</tr>
<tr>
<td>LLSMS2022</td>
<td>Customer relationship management</td>
<td>en</td>
<td>N. Kervyn</td>
</tr>
<tr>
<td>LLSMS2023</td>
<td>Ethical and sustainable consumption</td>
<td>en</td>
<td>C. Ruwet</td>
</tr>
</tbody>
</table>

Second semester (Q2P2)

- Data analysis ➔ master thesis
- Flipped classroom & marketing applications
- Case studies & Guest speakers

- Flipped classroom & marketing applications

- Flipped classroom & marketing applications
Majors in Marketing

- **LLN**
  - Marketing strategy for connected brands - (Inge & Gest)
  - Consumer insights (Gest)

- **Mons**
  - Décisions marketing tactiques et digitales - MONS (Inge & Gest)
  - Business Analytics and Digital Marketing (Inge)
Majors in Marketing

- **LLN**
  - Marketing strategy for connected brands - (Inge & Gest)
  - Consumer insights (Gest)

- **Mons**
  - Décisions marketing tactiques et digitales - **MONS** (Inge & Gest)
  - Business Analytics and Digital Marketing (Inge)
Our team of professors in Mons

Mons

K. Charry  C. Ducarroz  I. Poncin  N. Sinigaglia  N. Kervyn

C. Jean
Head of Marketing, Branding & Media Management
### Major Décisions marketing tactiques et digitales - Mons

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>L</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLSMM2131</td>
<td><strong>Distribution</strong></td>
<td>FR</td>
<td>N. Sinigaglia</td>
</tr>
<tr>
<td>MLSMM2132</td>
<td><strong>Price Management</strong></td>
<td>FR</td>
<td>C. Ducarroz</td>
</tr>
<tr>
<td>MLSMM2133</td>
<td><strong>Product and innovation</strong></td>
<td>FR</td>
<td>N. Sinigaglia</td>
</tr>
</tbody>
</table>

**First semester (Q1P2)**

- Distribution
- **Price Management**
- Product and innovation

**Key elements in Teaching**

- Retailing professionals
- Negotiation role play
- Partnership with **BASF**

- The Chemical Company
### Major Décisions marketing tactiques et digitales - Mons

<table>
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<tr>
<th>Code</th>
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<tr>
<td><strong>Second semester (Q2P2)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLSMM2136</td>
<td>Tendances en marketing digital</td>
<td>FR</td>
<td>I. Poncin</td>
</tr>
<tr>
<td>MLSMM2134</td>
<td>E-Comportement du consommateur</td>
<td>FR</td>
<td>K. Charry</td>
</tr>
<tr>
<td>MLSMM2135</td>
<td>Méthodes et modèles en marketing</td>
<td>FR/EN</td>
<td>C. Ducarroz</td>
</tr>
</tbody>
</table>

**Key elements in Teaching**

- Lectures
- Collaboration with professionnals
- Case studies (software-real data in MMM)
- «Virtual exchange» with Appalachian State University, Boone, North Carolina
# Major 2: Business Analytics and Digital Marketing - Mons

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>L</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLSMM2152</td>
<td><strong>First semester (Q1P2)</strong> Nouvelles technologies et pratiques émergentes</td>
<td>FR</td>
<td>B. Jourquin</td>
</tr>
<tr>
<td>MLSMM2151</td>
<td>Data mining</td>
<td>FR</td>
<td>N. Meskens</td>
</tr>
<tr>
<td>MLSMM2153</td>
<td>Web mining</td>
<td>FR</td>
<td>F. Fouss &amp; P. Francq</td>
</tr>
</tbody>
</table>

**Key elements in Teaching**
- Lectures
- Team work
- Software-real data
# Major Business Analytics and Digital Marketing - Mons

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>MLSMM2136</td>
<td><strong>Tendances en marketing digital</strong></td>
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<td>MLSMM2134</td>
<td><strong>E-Comportement du consommateur</strong></td>
<td>FR</td>
<td>K. Charry</td>
</tr>
<tr>
<td>MLSMM2135</td>
<td><strong>Méthodes et modèles en marketing</strong></td>
<td>FR</td>
<td>C. Ducarroz</td>
</tr>
</tbody>
</table>

**Key elements in Teaching**

- Lectures
- Collaboration with professionals
- Case studies (software-real data in MMM)
- «Virtual exchange» with Appalachian State University, Boone, North Carolina
Minors in Marketing

For Master 120 students in Q3 (second year of their master)
For Master 60 students (2 courses to choose)

- **LLN**
  - *Marketing Strategy for Connected Brands* (Inge & Gest)
  - *Consumer Insights* (Gest)

- **Mons**
  - *Décisions marketing* (Inge & Gest)
  - *Marketing Communication* (Gest)
  - *Special track on Digital Marketing* (Inge & Gest)
## Minor – Marketing Communication
Mons

<table>
<thead>
<tr>
<th>Code</th>
<th>Courses</th>
<th>L</th>
<th>Teaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCOMU2202</td>
<td><strong>Marketing Communication</strong></td>
<td>FR</td>
<td>K. Charry</td>
</tr>
<tr>
<td>MCOMU2204</td>
<td><strong>Méthodologie de la communication marketing</strong></td>
<td>FR</td>
<td>N. Kervyn &amp; C. Jean</td>
</tr>
<tr>
<td>MCOMU2203</td>
<td><strong>Processus de création publicitaire</strong></td>
<td>FR</td>
<td>M. Soumilion</td>
</tr>
</tbody>
</table>

**Key elements in Teaching**

- Lectures
- Team project with a communication professional
- Team project on creating ads
Minor: Special Track on Digital Marketing Mons

with Company internship
(IPM- Digital Marketing Chair)

**Q1 and Q2:** Major in Marketing

**Q3 and Q4:** 1 week =

- 2 days at university + 3 days in a company
- 1 day on campus + 4 days in company
III. Future of marketing jobs
Future of marketing jobs

- There is an important demand for marketing jobs
  - Brand managers
  - Marketing consultants
  - Digital marketing manager
  - Market research analyst
  - Community managers
  - Marketing data analyst
  - Advertising account manager
  - Consumer insights manager
  - Data scientist....
Top job functions for graduate business hires include marketing, business development, and finance.

In 2017, employers seek MBA and business master’s graduates to fill a variety of job functions and roles. Seven in 10 employers this year will be hiring recent business graduates specifically to fill positions in marketing, business development, and finance (71%).

The following are the top job functions that companies intend to fill by world region:

- **Asia-Pacific**: Business development, human resources, and marketing.
- **Europe**: Finance, marketing, business development, and IT/systems.
- **Latin America**: Operations and logistics, business development, and finance.
- **United States**: Marketing, data analytics, and finance.
IV. Testimonials of marketers
Testimonials of marketeers

**Marine André**
- Graduated from LSM in 2011
- Founder/CEO of Bee Nature since 2012 (honey cosmetics)
- Winner of the « Elle business award »

**Ludovic Chevalier**
- Graduated from LSM in 2013
- Cofounder/CEO of Speaky since 2014 (Practice languages with people around the world)
- 1.200.000 users, 113 languages
Testimonials of marketeers

William Tinant
- Digital Marketing Consultant at Universem

An Cloet
- Graduated from UCL in 1995
- Chief Strategy Officer at MSD-Merck since 2016
For more information

- **Contact in LLN:**
  - **Major Consumer insights:**
    Prof. Nicolas Kervyn (Nicolas.kervyn@uclouvain.be)
  - **Major Marketing strategy for connected brands:**
    Prof. Isabelle Schuiling (isabelle.schuiling@uclouvain.be)
    Responsible of the Marketing Domain

- **Contact in Mons:**
  - **For all questions:** Prof. Ingrid Poncin
    (ingrid.poncin@uclouvain.be)