Mindluster Platform

About the course Le marketing stratÃ©gique

An important goal of marketing is propelling a company's growth. This can be seen through attracting and retaining new customers.

Marketing Category's Courses

Course Lesson(11)

Lesson 1 : **Le marketing stratÃ©gique 1 2 Marketing digiSchool**

Lesson 2 : **Le marketing stratÃ©gique 2 2 Marketing digiSchool**

Lesson 3 : **La segmentation Marketing digiSchool**

Lesson 4 : **Le choix des critÃ¨res de segmentation Marketing digiSchool**

Lesson 5 : **Les variables ou critÃ¨res de segmentation Marketing digiSchool**

Lesson 6 : **Le ciblage Marketing digiSchool**

Lesson 7 : **Le positionnement 1 2 Marketing digiSchool**

Lesson 8 : **Le positionnement 2 2 Marketing digiSchool**

Lesson 9 : **La matrice BCG Marketing digiSchool**

Lesson 10 : **Le benchmarking Marketing digiSchool**

Lesson 11 : **Les fondements du marketing le marchÃ© 2 2 Marketing digiSchool**

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