





5.00 credits	30.0 h	Q2
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Teacher(s)	Kervyn de Meerendré Nicolas ;Magnus Doriane (compensates Kervyn de Meerendré Nicolas) ;Pleyers Gordy ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Basic Marketing
Main themes	Reativity, setting up a multicanal strategy (mass medias, e-communication, evenemential, public relations, ...), budget setting, effectiveness measurement.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <p><b>1. Corporate citizenship</b></p> <ul style="list-style-type: none"> <li>• 1.1. Demonstrate independent reasoning, look critically</li> <li>• 1.2. Decide and act by incorporating ethical and humanistic values ,</li> </ul> <p><b>2. Knowledge and reasoning</b></p> <ul style="list-style-type: none"> <li>• 2.1. Master the core knowledge of each area of management.</li> <li>• 2.2. Master highly specific knowledge</li> <li>• 2.3. Articulate the acquired knowledge from different areas</li> <li>• 2.4. Activate and apply the acquired knowledge</li> <li>• 2.5. Contribute to the development and advancement of the man- agement field.</li> </ul> <p><b>3. A scientific and systematif approach</b></p> <ul style="list-style-type: none"> <li>• 3.1. Conduct a clear, structured, analytical reasoning</li> <li>• 3.2. Collect, select and analyze relevant information</li> <li>• 3.3. Consider problems using a systemic and holistic approach</li> <li>• 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance</li> <li>• 3.5. Produce, through analysis and diagnosis, implementable solutions</li> </ul> <p><b>4. Innovation and entrepreneurship</b></p> <ul style="list-style-type: none"> <li>• 4.1. Identify new opportunities, propose creative and useful ideas</li> <li>• 4.2. Initiate, develop and implement ideas around a new product, service, process</li> </ul> <p><b>6. Teamwork and leadership</b></p> <ul style="list-style-type: none"> <li>• 6.1. Work in a team...</li> </ul> <p><b>7. Project management</b></p> <ul style="list-style-type: none"> <li>• 7.1. Analyse a project within its environment and define the expected outcomes</li> </ul> <p><b>8. Communication and interpersonal skills</b></p> <ul style="list-style-type: none"> <li>• 8.1. Express a clear and structured message</li> <li>• 8.2. Interact and discuss effectively</li> <li>• 8.3. Persuade and negotiate ...</li> </ul>

Evaluation methods	<p><i>Cases and readings will be requested from students . The written report to the major case - done in group- will represent 20% of the final note.</i></p> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Written (open questions / in English): 3 hours</li> <li>• 80% of the final note</li> </ul> <p>NB: In case of failure in June, notes for the case will be automatically transferred to the September session. Only the exam part (80%) will be available in September.</p>
Teaching methods	Lectures; Readings to prepare the lecture; In-class activities based on readings; Cas studies; Paper work; Experts' discussions
Content	<ul style="list-style-type: none"> <li>• Basics</li> <li>• Theoretical frameworks (e.g. models of attitude formation and change)</li> <li>• Advertising (e.g. types of advertising, rational and emotional advertising appeals, advertising in cross-cultural environments, ad irritation and avoidance)</li> <li>• Other communication media (e.g. public relations, sponsorship, special tools such as packaging and store design, or virtual reality)</li> <li>• Media planning (media selection, efficiency, and strategies)</li> <li>• Focus on digital media (e.g. digital media landscape, media strategy and planning, digital/offline integration, digital measurement)</li> </ul>
Inline resources	Course slides and papers for reading, quizzes and cases will be made available to students on Moodle a few days before the class.
Bibliography	: SLIDES compulsory and available on line . BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson not compulsory. BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson compulsory . No reading file. Supports available on line are on ICAMPUS.
Other infos	Internationalisation - international content - case study
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGE2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] : Business Engineering	<a href="#">INGM2M</a>	5		
Master [120] in Management (with work-linked-training)	<a href="#">GESA2M</a>	5		