mcomu2203

2023

Processus de création publicitaire

UCLouvain

5.00 credits	30.0 h	Q1

Teacher(s)	Soumillion Marc ;
Language :	French
Place of the course	Mons
Main themes	This course aims first to explain the various stages of the creation of an advertising campaign: the strategic analysis of communication, the choice of an advertising agency, the creative briefing, the choice of the media. In the second part of the course, the student will apply these notions to the process of creation of an advertising campaign of marketing from A to Z for a fictitious product. It will be made in groups. It will be asked the groups to draft intermediary reports and to present their final report with a full view of the campaign and all the underlying processes.
Learning outcomes	**At the end of this learning unit, the student is able to :**
	This course is based on the one hand on the basic concept of integrating an advertising campaign within the overall strategy of a company or an association (what are the targeted segments, what's the message, how to get this message across), including the concepts of customer'
	Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:
	1 • Master multidisciplinary body of knowledge in order to have a deep understanding of communication • Integrate and work in a team; exercise enlightened leadership; • Define and manage a project to completion; • Communicate effectively and convincingly.
	At the end of the class, students should be able tomastering the process of creation of a marketing advertising campaign from A to Z
Evaluation methods	At the end of the course, students will have to write, hand over and present a dossier explaining their brand and communications strategy for a specific client. This dossier should be the result of real teamwork. The evaluation of the dossier will serve as examination mark for the course. In case the mark is insufficient, the team will have to present a similar exercise on another case for the second session.
Teaching methods	• Lectures to explain the basic techniques of the strategic and creative process, illustrated with lots of concrete examples. • A case study: students will be split up in groups of 4 or 5 to manage a real or fictitious case. they will have to elaborate a brand and communications strategy, write a creative briefing and prepare a presentation for the 'client'.
Content	This course consists of two parts • A didactic part explaining in detail the different stages of the creative advertising process: situation analysis, development of a brand and communication strategy, elaboration of a creative briefing including the sender, the target group, the message, the touchpoints and the desired effects. • A practical part: teamwork aimed at applying the above mentioned elements. it is about experimenting what has been explained in the previous part and experiencing the difficulties that go with it. Depending on the calendar of the course, both components will be mixed in various proportions.
Bibliography	**Références bibliographiques recommandées, lectures conseil1ées** : LENDREVIE Jacques, De BAYNAST, Le Publicitor, 8ème édition, Editions Dalloz Paris, 2014. JOANNIS Henri, De BARNIER Virginie, De la stratégie marketing à la création publicitaire, Dunod, Paris, 2010. KAPFERER Jean-Noël, Ré-inventer les marques, Eyrolles, Paris, 2014 SOUMILLION Marc, 20 'frames of mind' for managing your brand, Bruxelles, 2013
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		🔍
Master [120] in Communication	CORP2M	5		🔍
Master [60] in Management	GESM2M1	5		🔍
Master [120] in Business Management	GENT2M	5		🔍
Master [120] in Management	GEST2M	5		🔍
Master [120] in Communication	COMM2M	5		🔍