





The version you're consulting is not final. This course description may change. The final version will be published on 1st June.

5.00 credits	30.0 h	Q2
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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>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <p><u>1. Corporate citizenship</u></p> <ul style="list-style-type: none"> • 1.1. Demonstrate independent reasoning, look critically • 1.2. Decide and act by incorporating ethical and humanistic values , <p><u>2. Knowledge and reasoning</u></p> <ul style="list-style-type: none"> • 2.1. Master the core knowledge of each area of management. • 2.2. Master highly specific knowledge • 2.3. Articulate the acquired knowledge from different areas • 2.4. Activate and apply the acquired knowledge • 2.5. Contribute to the development and advancement of the man- agement field. <p><u>3. A scientific and systematif approach</u></p> <ul style="list-style-type: none"> • 3.1. Conduct a clear, structured, analytical reasoning • 3.2. Collect, select and analyze relevant information • 3.3. Consider problems using a systemic and holistic approach • 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance • 3.5. Produce, through analysis and diagnosis, implementable solutions <p><u>4. Innovation and entrepreneurship</u></p> <ul style="list-style-type: none"> • 4.1. Identify new opportunities, propose creative and useful ideas • 4.2. Initiate, develop and implement ideas around a new product, service, process <p><u>6. Teamwork and leadership</u></p> <ul style="list-style-type: none"> • 6.1. Work in a team... <p><u>7. Project management</u></p> <ul style="list-style-type: none"> • 7.1. Analyse a project within its environment and define the expected outcomes <p><u>8. Communication and interpersonal skills</u></p> <ul style="list-style-type: none"> • 8.1. Express a clear and structured message • 8.2. Interact and discuss effectively • 8.3. Persuade and negotiate ...
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>Examination session</p> <ul style="list-style-type: none"> • Written (open questions / in English): 3 hours • 80% of the final note <p>NB: In case of failure in June, notes for the case will be automatically transfered 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"> • Basics • Theoretical frameworks (e.g. models of attitude formation and change) • Advertising (e.g. types of advertising, rational and emotional advertising appeals, advertising in cross-cultural environments, ad irritation and avoidance) • Other communication media (e.g. public relations, sponsorship, special tools such as packaging and store design, or virtual reality) • Media planning (media selection, efficiency, and strategies) • Focus on digital media (e.g. digital media landscape, media strategy and planning, digital/offline integration, digital measurement)
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

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management (with work-linked-training)	GESA2M	5		