







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	Q1
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Language :	French
Place of the course	Mons
Main themes	This course presents the array of communication tools available to an organization, whatever its sector of activity (including non-for-profit). The various tools included in the « marketing mix » will be defined and developed, relying on examples and case studies. Last, elements enabling ethical thoughts will be presented and considered for various targets such as the vulnerable one that children represent.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>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:</p> <ul style="list-style-type: none"> • Open students' competencies and understanding of a 360° marketing communication ; • Develop a critical integrated perspective that enables the optimization of investments (costs/ efforts/content) in marketing communication ; • Understand cognitive, affective and behavioral processes that impact message decoding ; • Encourage critical thoughts in a given marketing communication context ; • comprehend ethical concerns linked to communication. <p>1</p> <p>« By the end of this teaching unit, student should be able to identify all communication tools that are available to marketers, including the most alternative ones (considering that high competition calls for new communication means). With this tools, he will be able to understand the strategic and operational consequences of each tool and will be able to offer the optimal communication mix, adapting the tools and the content to the contexts. Last but not least, he will be able to offer a critical analysis on communication practices, especially effectiveness and ethical ones.</p>
Bibliography	<p>Support de cours</p> <p>Syllabus de cours mis à disposition sur le site de cours de l'UCLouvain (student corner)</p> <p>Le syllabus est basé sur les ouvrages de références suivants</p> <p>De Pelsmacker, P., Geuens, M. et Van den Bergh, J. (2017), Marketing Communications: A European Perspective, sixth edition, Pearson International.</p> <p>De Baynast, A et Lendrevie (2014), Publicitor ' publicité on line et off line, 8ième édition, Dunod.</p> <p>Malaval, P. et Decaudin, J-M. (2016), Pentacom 4e édition : Communication marketing b-to-c et b-to-b, corporate, digitale et responsable, Pearson.</p> <p>de Baynast, A., Lendrevie, J. et Levy, J. (2017), Mercator, 12ième édition, Dunod</p> <p>Il s'appuie également sur des publications scientifiques les plus récentes dont les références sont spécifiées dans les slides de cours.</p>
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 Information and Communication	COMM2M1	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		