






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

Language :	French
Place of the course	Mons
Main themes	This course aims to understand the process of persuasive communications with a focus both on message and media. The first part of the course will be devoted to the context of persuasive communication and to study the main persuasion models. The second part focus on the measure persuasive communication effectiveness (Main questions around measure, Main measurement tools, Pretesting phase, Posttesting methodology and indicators). Finally the last part focus on Media that is : different media specificities, Media planning and Measures effectiveness
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></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"> <li>• Master multidisciplinary body of knowledge in order to have a deep understanding of persuasive communication</li> <li>• Understand the scientific rigor required when marketing communication and media planning</li> <li>• Integrate and work in a team; exercise enlightened leadership;</li> <li>• Define and manage a project to completion;</li> <li>• Communicate effectively and convincingly.</li> </ul> <p>1</p> <p>At the end of the class, students will be able to</p> <ul style="list-style-type: none"> <li>• Understand the process of marketing communication</li> <li>• Know the main theoretical models of advertising persuasion</li> <li>• Be informed about practices regarding measure of persuasive communication effectiveness</li> <li>• To develop a critical analysis of the implemented measurement tools</li> <li>• Understand the specificity of each media</li> <li>• Implement a media planning</li> </ul>
Evaluation methods	Ongoing evaluation (Case study) Written exam and presentation
Teaching methods	Lectures Case study Scientific Papers
Bibliography	DE PELSMACKER P., GEUENS K., VAN DEN BERGH J. (2013), Marketing Communications: A European Perspective. 5th Ed, Pearson ISBN-10: 0273773224 ' ISBN-13: 9780273773221. Références reprises par étude et cas concrets (Kantar, Havas, Belgian Association of Marketing...)
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	<a href="#">GESM2M</a>	5		
Master [120] in Communication	<a href="#">CORP2M</a>	5		
Master [60] in Management	<a href="#">GESM2M1</a>	5		
Master [120] in Business Management	<a href="#">GENT2M</a>	5		
Master [120] in Management	<a href="#">GEST2M</a>	5		
Master [120] in Communication	<a href="#">COMM2M</a>	5		