

5.0 credits	30.0 h	1q
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Teacher(s) :	Wahlen Monique ;
Language :	Français
Place of the course	Mons
Main themes :	<p>1. Firstly, the different stages of creating an advertising campaign are explained to students: strategic analysis of advertising, selection of an advertising agency, the creative brief, the selection of media,'</p> <p>2. Secondly, students will apply these concepts to the process of creating an advertising campaign from start to finish for a fictional commercial or non-profit product. This will be done in groups of 4 to 5 students. The groups will be asked to prepare interim reports and present their final report with an overview of their campaign and the underlying process.</p>
Aims :	<p>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'agency relationships; and on the other hand on the process of creating marketing campaigns.</p> <p>On completion of this course, students should have mastered the process of creating a marketing campaign from start to finish.</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods :	Continuous assessment
Teaching methods :	<p>--</p> <p>Lectures</p> <p>--</p> <p>Group work</p> <p>--</p> <p>Partnership with an advertising agency</p>
Bibliography :	<p>--</p> <p>DE PELSMACKER P., GEUENS K., VAN DEN BERGH J. (2010), Marketing Communications:A European Perspective.4th Ed, Prentice Hall.</p> <p>--</p> <p>TELLIS G.J., AMBLER T. (2008), The Sage Handbook of Advertising, Sage Ltd.</p>
Cycle and year of study :	<p>> Master 120 of arts in Business engineering</p> <p>> Master [120] in Information and Communication</p> <p>> Master [60] in Management</p> <p>> Master [120] in Management</p> <p>> Master 120 in Management</p> <p>> Master [120] in Business Engineering</p>
Faculty or entity in charge:	CCBM