

5.0 credits	30.0 h	1q
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Teacher(s) :	Friedman Michael ;
Language :	Anglais
Place of the course	Mons
Main themes :	<ol style="list-style-type: none"> <li>1. Budgetary decisions</li> <li>2. Planning a campaign                         <ol style="list-style-type: none"> <li>a. timing</li> <li>b. intensity</li> <li>c. choice of media</li> </ol> </li> <li>3. The collection and analysis of the data needed to develop an effective campaign</li> <li>4. Evaluating the impact of a campaign                         <ol style="list-style-type: none"> <li>a. evaluation methods</li> <li>b. factors influencing a campaign's effectiveness</li> </ol> </li> </ol>
Aims :	<p>On completion of this course, students will be able:</p> <ul style="list-style-type: none"> <li>--</li> <li>to understand the pertinent factors in the context of budgetary decision-making processes and planning advertising and promotional campaigns in the commercial and non-profit sectors</li> <li>--</li> <li>to understand the factors that may impact on the effectiveness of a campaign</li> <li>--</li> <li>to understand how to collect and analyse data to build an effective campaign</li> <li>--</li> <li>to assess the effectiveness of a campaign</li> </ul> <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 :	Written examination
Teaching methods :	<ul style="list-style-type: none"> <li>--</li> <li>Lectures</li> <li>--</li> <li>Expert testimonials (advertisers, creatives, media planner)</li> <li>--</li> <li>Case studies</li> <li>--</li> <li>Readingscientific articles</li> </ul>
Bibliography :	<ul style="list-style-type: none"> <li>--</li> <li>DE PELSMACKER P., GEUENS K., VAN DEN BERGH J. (2010), Marketing Communications:A European Perspective.4th Ed, Prentice Hall.</li> <li>--</li> <li>TELLIS G.J., AMBLER T. (2008), The Sage Handbook of Advertising, Sage Ltd.</li> </ul>
Cycle and year of study :	<ul style="list-style-type: none"> <li>&gt; <a href="#">Master [120] in Business engineering</a></li> <li>&gt; <a href="#">Master [120] in Management</a></li> <li>&gt; <a href="#">Master [120] in Business Engineering</a></li> <li>&gt; <a href="#">Master [120] in Management</a></li> <li>&gt; <a href="#">Master [60] in Management</a></li> <li>&gt; <a href="#">Master [120] in Information and Communication</a></li> <li>&gt; <a href="#">Master [120] in Information and Communication</a></li> </ul>
Faculty or entity in charge:	CCBM