

5.0 credits	30.0 h	2q
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Teacher(s) :	François Jacques ;
Language :	Français
Place of the course	Louvain-la-Neuve
Main themes :	Themes : reativity, setting up a multicanal strategy (mass medias, e-communication, evenemential, public relations,), budget setting, effectiveness measurement.
Aims :	<p>Aim is to give a comprehensive overview of the cornerstones, techniques and applications of marketing communications in a European context .</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>
Content :	<p>" Summary and content " see " scope " above and " methods " see " methods " below</p> <p>Content See "scope" above</p> <p>Methods In-class activities - Lectures</p> <p>At home activities - Readings to prepare the lecture - Exercices to prepare the lecture - Paper work</p>
Other infos :	<p>Prerequisites Basic Marketing Evaluation : Examination (French or English) Support : Textbook recommended and slides & cases provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : -</p> <p>Internationalisation - international content - international case study</p> <p>Corporate features - case study</p>
Cycle and year of study :	<p>> Master [120] in Management > Master [120] in Management > Master [120] in Business Engineering > Master [120] in Business engineering</p>
Faculty or entity in charge:	CLSM