UCL Université catholique de Louvain

MCOMU2202

2015-2016

Marketing Communications

5.0 credits	30.0 h + 0.0 h	1q

Teacher(s) :	Pecheux Claude ;
Language :	Français
Place of the course	Mons
Main themes :	1. The objectives of the communication 2. Commercial and non-profit advertising communications 3. The sender and the receiver of the message 4. Processing of the communication by the receiver 5. "Other" means of communication Relational contacts and networks Sponsoring, advertising at the point of sale, packaging, product placement, etc.
Aims :	1. On completion of this course, students will be able: to understand the basic concepts of marketing communications in both the commercial and the non-profit sector. To understand the role of the different actors in the marketing process. To understand emotional, cognitive and behavioural communication processes relevant to marketing communications. 2. Students will discover that there are an increasing number of alternative methods of marketing communications owing to the desire of companies to stand out from their competitors and "to be heard" in a world where advertising noise is becoming increasingly louder. On completion of the course, students will have learned to decode the various methods used in marketing communications. *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".*
Evaluation methods :	Written examination
Teaching methods :	-- Lectures -- Expert testimonials (advertisers, creatives, media planners) -- Case studies -- Readingscientific articles
Bibliography :	-- DE PELSMACKER P., GEUENS K., VAN DEN BERGH J. (2010), Marketing Communications:A European Perspective.4th Ed, Prentice Hall. -- TELLIS G.J., AMBLER T. (2008), The Sage Handbook of Advertising, Sage Ltd.
Faculty or entity in charge:	CCBM

Programmes / formations proposant cette unité d'enseignement (UE)

Intitulé du programme	Sigle	Credits	Prerequis	Acquis d'apprentissage
Master [60] in Information and Communication	COMM2M1	5	-	
Master [120] in Communication	CORP2M	5	-	
Master [120] in Management	GEST2M	5	-	
Master [120] in Management	GESM2M	5	-	
Master [120] in Business Engineering	INGM2M	5	-	
Master [120] in Communication	COMM2M	5	-	
Master [120] in Business engineering	INGE2M	5	-	