MCOMU2203

2015-2016

Processus de création publicitaire

5.0 credits	30.0 h + 0.0 h	1q

Teacher(s) :	Soumillion Marc ;
Language :	Français
Place of the course	Mons
Main themes :	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,' 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.
Aims :	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. On completion of this course, students should have mastered the process of creating a marketing campaign from start to finish. *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 :	Continuous assessment
Teaching methods :	-- Lectures -- Group work -- Partnership with an advertising agency
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 [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	-	🔍