




5 credits

30.0 h

Q2

Teacher(s)	Charry Karine ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	Reativity, setting up a multicanal strategy (mass medias, e-communication, evenemential, public relations, ), budget setting, effectiveness measurement.
Aims	<p><b>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</b></p> <ul style="list-style-type: none"> <li>• 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2. Decide and act by incorporating ethical and humanistic values ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 2.5. Contribute to the development and advancement of the man- agement field. 3. A scientific and systematif approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3. Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 3.5. Produce, through analysis and diagnosis, implementable solutions' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.1. Analyse a project within its environment and define the expected outcomes' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 8.2. Interact and discuss effectively ' 8.3. Persuade and negotiate ' 1</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	<p><b>Continuous evaluation</b></p> <ul style="list-style-type: none"> <li>• Date: No</li> <li>• Type of evaluation: No</li> <li>• Comments: : Cases and readings will be requested from students . The written report to the major case - proposed by a partner company- and done in group- will represent 20% of the final note. A bonus will be added according to in-class contribution (quizzes based on readings, mini cases, etc..)</li> </ul> <p><b>Evaluation week</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: No</li> <li>• Unavailability or comments: No</li> </ul> <p><b>Examination session</b></p> <ul style="list-style-type: none"> <li>• Oral: No</li> <li>• Written: 3 hours</li> <li>• Unavailability or comments: Please note that the evaluation for the second session will be only based on the written exam</li> </ul>
Teaching methods	Lectures; Readings to prepare the lecture; In-class activities based on readings; Cas studies; Paper work; Experts' discussions
Content	The objective of this course is to lead students to consider "communications" as one of the many strategic decisions to be made by marketing managers (and not merely an operational task). While it presents the vast array of communication tools available to an organization, each tool or channel will be analyzed in a strategic perspective (integration with the marketing mix, objective(s), target(s), sector, interaction between the tools and channels..) and the optimization of each option will be considered through the lens of the latest knowledge in consumer behavior, communication, psychology, ... . Academic research, case studies, experts' interventions and a wide variety of examples will be used to this end. Last, elements enabling an ethical evaluation of communication practices will be presented to help student reflect upon this managerial task.

Inline resources	Course slides and papers for reading, quizzes and cases will be made available to students on Moodle a few days before the class.
Bibliography	: SLIDES compulsory and available on line . BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson not compulsory. BOOK : P. De Pelsmacker, M. Geuens : Marketing Communications : a European Perspective , 5th edition, Pearson compulsory . No reading file. Supports available on line are on ICAMPUS.
Other infos	Internationalisation - international content - case study
Faculty or entity in charge	CLSM

<b>Programmes containing this learning unit (UE)</b>				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Management	GESM2M	5		
Master [120] in Business Engineering	INGE2M	5		