








In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

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| 5 credits | 30.0 h | Q1 |
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| Teacher(s) | Courbet Annie ;Jean Christine ; |
| Language : | French |
| Place of the course | Mons |
| Main themes | This course aims to understand the process of persuasive communications with a focus both on message and media. The first part of the course will be devoted to the context of persuasive communication and to study the main persuasion models. The second part focus on the measure persuasive communication effectiveness (Main questions around measure, Main measurement tools, Pretesting phase, Posttesting methodology and indicators). Finally the last part focus on Media that is : different media specificities, Media planning and Measures effectiveness |
| Aims | <p>Given the « competencies referential » linked to the LSM Master 120 in Sciences de Gestion et in Ingéniorat de Gestion, this course mainly develops the following competencies:</p> <ul style="list-style-type: none"> • Master multidisciplinary body of knowledge in order to have a deep understanding of persuasive communication • Understand the scientific rigor required when marketing communication and media planning • Integrate and work in a team; exercise enlightened leadership; • Define and manage a project to completion; • Communicate effectively and convincingly. <p>1</p> <p>At the end of the class, students will be able to</p> <ul style="list-style-type: none"> • Understand the process of marketing communication • Know the main theoretical models of advertising persuasion • Be informed about practices regarding measure of persuasive communication effectiveness • To develop a critical analysis of the implemented measurement tools • Understand the specificity of each media • Implement a media planning <p>-----</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> |
| Evaluation methods | <p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Ongoing evaluation (Case study)</p> <p>Written exam</p> |
| Teaching methods | <p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Lectures</p> <p>Case study</p> <p>Scientific Papers</p> |
| Bibliography | DE PELSMACKER P., GEUENS K., VAN DEN BERGH J. (2013), Marketing Communications: A European Perspective. 5th Ed, Pearson ISBN-10: 0273773224 ' ISBN-13: 9780273773221 |
| Faculty or entity in charge | COMU |

| Programmes containing this learning unit (UE) | | | | |
|--|---------|---------|--------------|---|
| Program title | Acronym | Credits | Prerequisite | Aims |
| Master [120] : Business Engineering | INGE2M | 5 | |  |
| Master [120] in Communication | COMM2M | 5 | |  |
| Master [60] in Management | GESM2M1 | 5 | |  |
| Master [120] in Management | GEST2M | 5 | |  |
| Master [120] in Communication | CORP2M | 5 | |  |
| Master [120] in Public Administration | ADPM2M | 5 | |  |
| Master [120] in Management | GESM2M | 5 | |  |