mcomu2208

2019

UCLouvain

Media planning

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.

5 credits	30.0 h	Q1

Teacher(s)	Depasse Jean-Michel ;
Language :	French
Place of the course	Mons
Aims	*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".*
Bibliography	Boncella, R. J. (2003). COMPETITIVE INTELLIGENCE AND THE WEB. *Communications of AIS*, *2003*(12), 327-340. Choo, C. W. (2001). Environmental scanning as information seeking and organizational learning. Cronin, B., & McKim, G. (1996). Markets, Competition, and Intelligence on the World Wide Web. *Competitive Intelligence Review*, *7*(1), 45. Cullen, J. (2003). A Rounded Picture: Using Media Framing as a Tool for Competitive Intelligence and Business Research, 88-94. Herring, J. P. (1999). Key Intelligence Topics: A Process to Identify and Define Intelligence Needs. *Competitive Intelligence Review*, *10*(2), 4. Drèze, X., & Zufryden, F. (2004). Measurement of online visibility and its impact on Internet traffic. *Journal of Interactive Marketing*, *18*(1), 20. W.Moe, W., & S.Fader, P. (2004). Capturing evolving visit behavior in clickstream data. *Journal of Interactive Marketing*, *18*(1), 5.
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)

Program title	Acronym	Credits	Prerequisite	Aims
Master [60] in Information and Communication	COMM2M1	5		🔍
Master [120] in Communication	COMM2M	5		🔍