




5.00 credits

30.0 h

Q2

Teacher(s)	Kervyn de Meerendré Nicolas ;Magnus Doriane (compensates Kervyn de Meerendré Nicolas) ;Pleyers Gordy ;Pleyers Gordy (compensates Kervyn de Meerendré Nicolas) ;
Language :	English
Place of the course	Louvain-la-Neuve
Prerequisites	Basic Marketing
Main themes	Reativity, setting up a multicanal strategy (mass medias, e-communication, evenemential, public relations, ...), budget setting, effectiveness measurement.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <p><u>1. Corporate citizenship</u></p> <ul style="list-style-type: none"> • 1.1. Demonstrate independent reasoning, look critically • 1.2. Decide and act by incorporating ethical and humanistic values , <p><u>2. Knowledge and reasoning</u></p> <ul style="list-style-type: none"> • 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. <p><u>3. A scientific and systematif approach</u></p> <ul style="list-style-type: none"> • 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 <p><u>4. Innovation and entrepreneurship</u></p> <ul style="list-style-type: none"> • 4.1. Identify new opportunities, propose creative and useful ideas • 4.2. Initiate, develop and implement ideas around a new product, service, process <p><u>6. Teamwork and leadership</u></p> <ul style="list-style-type: none"> • 6.1. Work in a team... <p><u>7. Project management</u></p> <ul style="list-style-type: none"> • 7.1. Analyse a project within its environment and define the expected outcomes <p><u>8. Communication and interpersonal skills</u></p> <ul style="list-style-type: none"> • 8.1. Express a clear and structured message • 8.2. Interact and discuss effectively • 8.3. Persuade and negotiate ...

Evaluation methods	<p><i>Cases and readings will be requested from students . The written report to the major case - done in group- will represent 20% of the final note.</i></p> <p>Examination session</p> <ul style="list-style-type: none"> • Written (open questions / in English): 3 hours • 80% of the final note <p>NB: In case of failure in June, notes for the case will be automatically transferred to the September session. Only the exam part (80%) will be available in September.</p>
Teaching methods	Lectures; Readings to prepare the lecture; In-class activities based on readings; Cas studies; Paper work; Experts' discussions
Content	<p>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.</p>
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	<p>: 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.</p>
Other infos	Internationalisation - international content - case study
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGE2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGM2M	5		