






5.00 credits

30.0 h

Q1

Teacher(s)	Soumillion Marc ;
Language :	French
Place of the course	Mons
Main themes	This course aims first to explain the various stages of the creation of an advertising campaign: the strategic analysis of communication, the choice of an advertising agency, the creative briefing, the choice of the media. In the second part of the course, the student will apply these notions to the process of creation of an advertising campaign of marketing from A to Z for a fictitious product. It will be made in groups. It will be asked the groups to draft intermediary reports and to present their final report with a full view of the campaign and all the underlying processes.
Learning outcomes	<p>At the end of this learning unit, the student is able to :</p> <p>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'</p> <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> <p>1</p> <ul style="list-style-type: none"> • Master multidisciplinary body of knowledge in order to have a deep understanding of communication • Integrate and work in a team; exercise enlightened leadership; • Define and manage a project to completion; • Communicate effectively and convincingly. <p>At the end of the class, students should be able to mastering the process of creation of a marketing advertising campaign from A to Z</p>
Evaluation methods	Ongoing evaluation (Case study)
Teaching methods	<ul style="list-style-type: none"> • Lectures • Case study
Content	This course is based, on one hand on the fundamental notion of integration of an advertising campaign within the global strategy of a company or an association (which are the targeted segments, which message, how make this message pass), in this understood the notions of relations customers-agencies; and on the other hand, on the process of creation of Marketing advertising campaigns
Bibliography	<p>Références bibliographiques recommandées, lectures conseillées :</p> <p>LENDREVIE Jacques, De BAYNAST, Le Publicitor, 8ème édition, Editions Dalloz Paris, 2014.</p> <p>JOANNIS Henri, De BARNIER Virginie, De la stratégie marketing à la création publicitaire, Dunod, Paris, 2010.</p> <p>KAPFERER Jean-Noël, Ré-inventer les marques, Eyrolles, Paris, 2014</p> <p>SOUMILLION Marc, 20 'frames of mind' for managing your brand, Bruxelles, 2013</p>
Faculty or entity in charge	COMU

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Master [120] in Management	GESM2M	5		
Master [120] in Communication	CORP2M	5		
Master [60] in Management	GESM2M1	5		
Master [120] in Business Management	GENT2M	5		
Master [120] in Management	GEST2M	5		
Master [120] in Communication	COMM2M	5		