

# Digital marketing and communication ELMSM412

## Syllabus

### Administrative information

**Instructor(s):** Alain Decrop, Cornet J., Dehenain P.

**Quadrimester:** 2<sup>nd</sup>

**Number of credits and teaching hours:** 5 credits / 30 hours

**Language:** English

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### Learning outcomes

Regarding learning outcomes for students, the course mainly aims at the acquisition of knowledge, the development of communication skills and the application of a scientific approach. To a lesser extent, it also aims at enhancing students' reasoning as socially responsible stakeholders as well as their personal and professional self-development.

### Objectives

This class will provide an overview of all marketing tools available to companies both in the profit and the non-profit sector. Some marketing communication tools such as advertising or hybrid communication (sponsorship, public relationships) will be studied in more details. Examples from both research and practitioners will illustrate the theoretical concepts. The question of ethics in communication will be addressed as well.

### Content

1. Introduction: Integrated communication
2. Branding and brand activation
3. How marketing communication works
4. Target groups
5. Objectives of communication
6. Budgets

7. Advertising and advertising research
8. Media planning
9. Public relations
10. Sponsorship
11. Direct communication
12. Digital and web marketing

### Teaching methods

A balance is sought between **ex-cathedra** training, which aims at the systematic acquisition of paradigms, concepts and theories, on the one hand, and, **interactions** between students and the instructor, on the other hand, in order to enhance understanding through confrontation with everyday life cases and students' personal experiences, as well as critical thinking. **Videos, case studies and readings** related to specific applications of the business world and scientific research will be used to document each part of the course.

### Evaluation

- Written exam (all questions will be asked in English but you have the opportunity to answer either in English, French or Dutch)
- Duration: 2 hours
- Closed books. You may use a dictionary.
- Study material: you only have to study what has been presented or mentioned during the lectures (see syllabus and course schedule for the relevant chapters of the book).
- +/- 3 knowledge/comprehension questions about specific parts of the course.
- 1 real advertisement to discuss (as to advertising and creative strategy).

### Recommended readings

Course pack (slides) is available before the course on the webcampus platform.

De Pelsmacker, Patrick, Geuens, Maggie and Van den Berh, Joeri (2013). Marketing Communications: a European perspective, 5th edition, Prentice Hall.

Readings in the Journal of Marketing Research; International Journal of Research in Marketing; Journal of Consumer Research; Journal of Advertising; Journal of Advertising Research.