

Marketing Communication

2014-2015

Teacher : Pr. Claude Pecheux (claudpecheux@uclouvain.be; 065/323.414)

Credits: 5ECTS

Planning :

- 29/01: 10h30-12h30
- 5/02: 9h30-12h30/14h-16h
- 12/02: 14h-18h (guest speaker: Nicolas Lambert)
- 19/02: 10h30-12h30/14h-16h
- 26/02: 10h30-12h30/14h-18h (guest speaker: Philippe Pringels)
- 12/03: 10h30-12h30/14h-16h
- 19/03: 10h30-12h30
- 2/04: 10h30-12h30/14h-16h

Content of the class:

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.

Detailed 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. Ethical issues in communication: examples from research

Evaluation: written exam (80 %) + Communication project (20 %).

References:

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.