

## **Global Brand Advertising**

Paris, 25/26/28/29 July 2011  
**16 contact hours / 2 ECTS credits**

This course is designed to introduce students to the basic concepts, principles and theories associated with brand advertising. The course will consider the roles advertising plays in the marketing communications process, and assess the research, planning and management skills necessary for successful advertising. In addition, we will examine how to choose target markets, pick the appropriate media, begin the creative process, and integrate marketing communications for completing a successful brand advertising campaign, as well as additional topics related to advertising as a whole. A special focus is given to the importance of brand images, and how advertising contributes to their development. Case studies allow students to work through advertising/marketing challenges. A primary goal of the course is to shift the perceptual focus of class members from an audience to creators of advertising strategies for global brands.

### **Course Schedule**

#### **Monday, 25 July (9:30 – 11:00, 11:30 – 13:00)**

Brand Advertising Principles and Practice : Positioning, Audiences, Markets, Media. Public relations (PR) techniques: lobbying, sponsorship, branded content, events management.

#### **Tuesday, 26 July (9:30 – 11:00, 11:30 – 13:00)**

Global Brand advertising objectives. Behind the brand: brand identity and brand personality. Creative Execution vs. Pragmatic Solutions for Brand Advertising.

#### **Thursday, 28 July (9:30 – 11:00, 11:30 – 13:00)**

Social media marketing strategies for global brands. Social network advertising.

#### **Friday, 29 July (9:30 – 11:00, 11:30 – 13:00)**

Socially responsible marketing. Successful Ethical Marketing strategies.

### **Learning Objectifs**

- To develop a clear understanding of traditional and new advertising tools.
- To examine the effect of globalization on advertising campaigns and learn how to advertise globally. Consider the social, ethical and economic aspects of advertising.
- To enhance analytical and critical skills: think critically in creating marketing goals, picking a target market, developing strategies and implementing tactics for a global brand.
- To provide an ethical framework within the advertising industry: identify ethical components, community and diversity issues.
- To translate the appropriate theories into practice by analyzing a number of case studies of real-world corporate advertising experiences.

### **Assessment**

Grading will be based on two components:

Daily Assignments	60%
Homework	
Class Activities	
Participation	
Final exam (Mini Quiz + Essay)	40%

### **Reading List**

*Marketing: An Introduction*, Rosalind Masterson, David Pickton, SAGE Publications Inc, 2nd edition  
Other readings will be made available electronically or in class.