

## **MARKETING COMMUNICATION**

### **IESEG School of Management**

Paris, 23/24/26/27 July 2011  
**16 contact hours / 2 ECTS credits**

#### **LEARNING OUTCOMES/ OBJECTIVES AND ASSESSMENTS:**

The course is designed to help students understand marketing communication strategy both from theoretical level and from the real world perspective. A good theory is usually the best way to guide the practice. A good practice is usually the best way to verify the theory. A smart international marketing communication decision is based on a careful and strategic marketing plan.

Marketers should understand the consumer's specific culture, value, and lifestyle and create, communicate and deliver the coherent value. The course offers both intellectual understanding of Marketing communication theories behind the world of business, and the immediate resolution skills of real cases inside the world of business.

#### **COURSE CALENDAR:**

DAY	TOPIC
DAY 1 July 23	Marketing Communication Model/ Integrated Marketing Communication (IMC)
DAY 2 July 24	Advertising I
DAY 3 July 26	Advertising II
DAY 4 July 27	Sales Promotion and Public Relations/ Implementing IMC Exam

#### **INSTRUCTOR CLASS POLICIES:**

This course will use a number of learning methods from assignments, case studies to applications of the concepts we talk about throughout the week. No theory or practice could be understood without a voluntary participation and engagement in the intellectual reflection process. The teaching philosophy of this course is to give the students the key to get into the world of Marketing, and encourage the students to explore the world themselves, by reading the course materials and gaining real world experiences through cases and exercises.

**EVALUATION:**

Course grades will be based on a percentage system.  
Points will be allocated as follows:

- A. Advertisement Consumer Research (Group): 30%
- B. Advertisement analysis (individual): 30%
- C. Class participation (individual): 20%
- D. Exam: 20%

**Any omission of one of these three parts will lead to a failing grade.**

**COURSE POLICY:**

The students' final grade will be based on the quality of their work and the seriousness of their class preparation and participation. Advertisement Consumer research (consumer interviews), advertisement analysis, class participation and final exam permit students to get the course credit.