

Vesalius College

Course description

Course title: Marketing Communication and Advertising

Course code: CMM 341E

Teacher responsible: Claude Bernard, Ph.D. Associate Professor of Communication

Course description:

Throughout the course of the entire semester, students are involved in the design and implementation of an integrated strategic marketing communication plan as applied to an audiovisual production (TV, DVD or cinema).

By taking into account the increasingly global nature of mass media productions, students will also become familiar with intercultural and cross-cultural elements that can and should be used in order to create localized as well as standardized advertising campaigns, be it for a service, a product or media production. While the strategies discussed in class will focus on traditional advertising methods, students are expected to become thoroughly familiar with the latest new media driven tools in advertising. The course also surveys theoretical models of marketing communication with a particular emphasis on a coherent and integrated approach to communication. Guest speakers and visits to marketing departments are also included.

Course objectives

The main objective of the course is for students to become familiar with the basic components of a marketing communication plan, with all its ramifications, particularly in relation to the budget. Particular stress will be placed on formulating a coherent and integrated campaign that will then be presented and defended. The students will also make good use of the intercultural courses they have taken as this will feed into developing the necessary cultural sensitivity when devising a strategy for a foreign market. They will thus have to take on board all the linguistic and cultural elements that can ultimately contribute to make or break a campaign. For the two major assignments they will have to complete (2 distinctive media marketing plans) they will have to work in small teams and apply creativity with the rigor demanded for an integrated marketing communication plan.

Gender- based advertising will also be discussed and analysed, while the ethical component will frequently be highlighted through the analysis of actual campaigns. This in turn will help students formulate professionally conceived and executed plans.

Grade weighting scheme:

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| ▪ Media Plan 1 | 20% |
| ▪ Media plan 2 | 20% |
| ▪ Individual assignments | 20% |
| ▪ Midterm | 20% |
| ▪ Final | 20% |

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Contemporary Advertising, by William F. Arens. (Irwin edition)