

- Faculté des sciences économiques
- [www.unine.ch/seco](http://www.unine.ch/seco)

## Media Marketing and Advertising (5AJ2047)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en journalisme</b>	<b>Cours: 2 ph</b>	<b>cont. continu</b>	<b>3</b>

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Printemps

### Equipe enseignante:

Prof. Cinzia Dal Zotto  
University of Neuchatel  
Académie du Journalisme et des Médias  
Emile-Argand 11  
2009 Neuchatel  
+41 32 718 14 72  
[cinzia.dalzotto@unine.ch](mailto:cinzia.dalzotto@unine.ch)

Assistant: Stéphane Matteo, [stephane.matteo@unine.ch](mailto:stephane.matteo@unine.ch)

### Objectifs:

This course concerns the conceptual and practical meaning of strategic management, strategic marketing and advertising. The objective of the course is to provide students with a strategic management framework for the development and understanding of (1) marketing strategies (including product placement/embedded marketing and social media marketing), as well as (2) advertising strategies (in particular online and interactive advertising).

After completing this course, students will be able to:

- Understand the conceptual and practical meaning of strategic management
- Understand the strategic orientation behind marketing and advertising decision and choices.

### Contenu:

The major components of this course are as follows:

- Strategic Management, Strategic Positioning and Analysis
- Strategic Mission, Stakeholders, Corporate Governance and Social Responsibility
- Marketing and branding
- Online Advertising
- Persuasive communication

### Forme de l'évaluation:

Continuous evaluation during the course: active participation in discussions during the lectures and group paper at the end of the course. Detailed information about the assignments will be announced at the beginning of the semester.

Reexamination: written exam (2 hours)

### Documentation:

- Jonson, G. & Scholes, K. & Whittington, R. (last edition): Exploring Corporate Strategy. London: Prentice Hall
- Whittington, R. (2001): What is Strategy and does it matter (2nd edition). London: Routledge
- Weinberg, Tamar (2010): Social Media Marketing. O'Reilly
- Kahle, L.R. and Kim, Chung-Hyun (eds.) (2006): Creating images and the psychology of marketing communication. Lawrence Erlbaum Associates.
- Tungate, M. (2004): Media Monoliths, how great media brands thrive and survive. Kogan Page Limited.