- Faculté des sciences économiques
- www.unine.ch/seco

Publicité internationale/International Advertising (5EN2026)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	**Cours: 4 ph**	**cont. continu**	6

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

Période d'enseignement:

- Semestre Printemps

Equipe enseignante:

Prof. Alpaslan Korkmaz
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Objectifs:

Attain a good comprehension of the integrated marketing communication and its decision making in the field of advertising, within an international context.

Contenu:

1. Nature of integrated marketing communication
2. Communication process
3. Fundamental principles of advertising management
4. Ties between advertising and other communication instruments: promotion, public relations, etc.
5. Integrated advertising management: definition des objectives, budget development, media planning, publicity research.
6. The importance for the company to adopt an integrated perspective in communicating with its public.
7. Overview of communication in a European perspective.
8. Nature of integrated marketing communication on an international level, for end user, industrial and institutional markets.
9. Practical applications: Case studies, application and adaptation work, presentations and discussions.

Forme de l'évaluation:

Realization of a group work (research) 50%
Final exam: 50% of the final grade
Retake exam session (September): 2 hours written exam•

Documentation:

1. Larry Percy & Richard Elliot, STRATEGIC ADVERTISING MANAGEMENT, Third Edition, Oxford University Press.2009
2. Kenneth E. Clow & Donald Baack, INTEGRATED ADVERTISING, PROMOTION, AND MARKETING COMMUNINCATIONS Global Edition.Fourth Edition. Pearson Press. 2010
3. Moriarty, Mitchell, Wells, ADVERTISING - Principles & Practice. Eight Edition. Pearson International Edition. 2009

Pré-requis: