

- Faculté des sciences économiques
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## International Advertising (5EN2026)

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

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:

Continuous evaluation: 30% of the final grade (Case studies)  
Final Exam: 70% 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:

none