

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

Media Marketing and Advertising (5AJ2047)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	cont. continu	3

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

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

Prof. Cinzia Dal Zotto
University of Neuchatel
Académie du Journalisme et des Médias
Rue A.-L. Breguet 2
2009 Neuchatel
+41 32 718 14 72
cinzia.dalzotto@unine.ch

Objectifs:

This course concerns the conceptual and practical meaning of marketing within the frame of strategic management. 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), (2) branding strategies, 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 decisions and choices.
- Understand media as strategic marketing tool and as firms marketing themselves.

Contenu:

The major components of this course are as follows:

- Marketing principles and marketing strategy
- Strategic mission and stakeholders
- Strategic positioning and analysis
- Brand management and media branding
- Advertising strategy
- Online advertising landscape
- The interplay between media, marketing and communication

Forme de l'évaluation:

Continuous evaluation during the course: active participation in discussions during the lectures, individual assignment 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

Weinberg, Tamar (2010): Social Media Marketing. Reilly

Tungate, M. (2004): Media Monoliths, how great media brands thrive and survive. Kogan Page Limited.

Schultz, M. & Antorini, Y.M. & Csaba, F.F. (2006): Corporate Branding. Purpose, People, Process. Copenhagen Business School Press.

<http://link.springer.com/book/10.1007/978-3-642-13299-5/page/1>

Additional readings such as articles, book chapters, and cases will be provided during the course for the preparation of group projects/presentations.

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Pré-requis:

No prerequisites required for this course.

Forme de l'enseignement:

3 ECTS credits

Optional (2nd year) course, Master of Arts in Journalism, Fall semester, 28 hours

Blocks of 4 hours each with lectures, discussion of cases, invited speakers and presentation of students' projects.