

- Faculté des sciences économiques
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International Advertising (5EN2026)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en développement international des affaires	Cours: 4 ph	écrit: 2 h	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:

Continuous evaluation: 30% of the final grade (Case studies)
Final Exam, the last day of the course: 70% of the final grade
Retake during next session or during retake session: 2 hours written exam

Important: notes, texts, books and other documentation, as well as computers, connected phones and other connected electronic devices are not allowed in the examinations.

In case of violation of these rules, these items will be removed and the exam will be considered void.

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