

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

### International Advertising (5EN2026)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
<b>Master en développement international des affaires</b>	<b>Cours: 4 ph</b>	Voir ci-dessous	6

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

#### Période d'enseignement:

- Semestre Automne

#### Equipe enseignante:

Dr. Florent Girardin  
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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. Introduction to Advertising and Promotion
2. Perspectives on Advertising
3. Advertising across Cultural Borders
4. Successful Advertising and Promotion
5. The Strategic Planning Process
6. Select the Target Audience
7. Understand Target Audience Decision Making
8. Determine the best positioning
9. Develop the communication strategy
10. Setting a Media Strategy
11. Processing the Message
12. Sales Promotion and Broader Communication Mix
13. Campaign Strategy

#### Forme de l'évaluation:

In-class participation: 10% of the final grade

Group project: 40% of the final grade

Final exam (2 hours written exam during the last day of the course): 50% of the final grade

Retake: during next session or during retake session: 2 hours written exam (counts for 100% of the final grade, group project is nevertheless mandatory to take part in the final and retake 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:

Reference book: Larry Percy & Richard Elliot, STRATEGIC ADVERTISING MANAGEMENT, Fifth Edition, Oxford University Press. 2016  
Additional readings: Moriarty, Mitchell, Wells, ADVERTISING & IMC - Principles & Practice. Tenth Edition. Pearson International Edition. 2015  
Academic Journal Articles and Case Studies (will be communicated during the course)

#### Pré-requis:

none

URLs	1) <a href="https://moodle.unine.ch/course/view.php?id=366">https://moodle.unine.ch/course/view.php?id=366</a>
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