

Communication marketing : conception et évaluation

Lecturer

Louis WIART (Coordinator)

Course mnemonic

COMM-B415

ECTS credits

5 credits

Language(s) of instruction

French

Course period

Second term

Assistant : Cassandre Burnier ((email : cassandre.burnier@ulb.ac.be)

Evaluation method(s)

Other

Main language(s) of evaluation

French

Programmes

Programmes proposing this course at the faculty of Letters, Translation and Communication

MA-BABL | **Master in Multilingual Communication** | finalité Human resources/unit 1, finalité International relations/unit 1 and finalité Multiculturality/unit 1, MA-COMU | **Master in communication** | finalité Corporate communication and marketing/unit 1, finalité Political communication and lobbying/unit 1 and finalité Research/unit 1 and MA-STIC | **Master in Information and Communication Science and technology** | finalité Professional/unit 1

Programmes proposing this course at the faculty of Philosophy and Social Sciences

MA-HMUSI | **Master in History of Art and Archaeology : Musicology** | finalité Research/unit 1, finalité Research/unit 2, finalité Teaching/unit 1 and finalité Teaching/unit 2, MA-PGECU | **Master in Management of Cultural Sector** | finalité Professional/unit 1 and finalité Professional/unit 2 and MA60-HMUSI | **Master in History of Art and Archaeology : Musicology (60 credits)** | unit U

Objectives (and/or specific learning outcomes)

To provide students with some useful theoretical background about the various marketing communications theories and learnings, keeping in mind that will have to relate them to practical and real world where analytic, managerial as well as creative skills are required. Students should be able to set up a full marketing communication strategy defining : target groups (who?), communication goals and positioning (what?), budget, channel choice, scheduling strategy, methodologies for effectiveness measurement.

Other information

Contact(s)

Louis Wiart, Chair of Communication, Department of Information Sciences and Communication