

## New Trends in Management



### SCHOOL

IAE School of Management



### CAMPUS

Saint-Serge



### LEVEL

2nd year Master's degree



### OPEN TO EXCHANGE STUDENTS

Yes



### SEMESTER

Fall (S1)

- > **Degree course:** Common for International Management and Marketing/International Human Resource Management
- > **Teaching unit:** UE-1-7 Managerial Culture
- > **Course language:** English
- > **Duration (hours):** 16
- > **ECTS:** 3
- > **Teacher(s):** Julie LEROY
- > **Assessment:**
  - Continuous assessment
  - Final exam
- > **Teaching methods:**
  - Lecture course 16 hours
  - Tutorial course hours
  - Practical work hours
  - Case study
  - Project

## COURSE DESCRIPTION

1st lesson: Presentation of the group project / Introduction to videography / Presentation of the website The Conversation  
- Mandatory reading (article on Moodle)

- Choose 2 subjects that could be translated into videography and come up with a plan

2nd lesson: Validation of the subject and project planning

3rd lesson: Groupwork / storyboarding / data collection: validation

4th lesson: Groupwork / analysis of raw videos / data collection: validation

5th lesson: Groupwork / editing / searching for concepts and theories supporting data / writing the theoretical story & voice over: validation.

6th lesson: Groupwork / voice-over / subtitles / bibliography / credits (beginning and end) / Title: validation

7th lesson: Groupwork / finalizing the video / uploading on a video platform protected by a password / film poster / summary & 100 words

8th lesson: Presentation of the video (introduction to the video by the group) / Q&A / Vote for the best video

Assessment: A 10 minutes videography illustrating and deepening a new trend in management. The best videography will be selected to enter the Consumption Film Festival for Students.

## OBJECTIVES

Understand how to grasp New Trends in Management using the videographic approach.

Teaching methods: Group Project - Students will create a videography to illustrate and deepen their understanding of new trends in management based on the articles from The Conversation. Students will have to work in and outside of class.

## PREREQUISITES

Research methodology.

Qualitative methods.

Basic Editing skills: online tutorials are available based on the software on your OS (Mac: iMovie / Windows: Windows Movie Maker) or any software of your choice (that doesn't leave a watermark when exporting the video).

## SELECTIVE BIBLIOGRAPHY

Mandatory bibliography:

Cléret C., Dehling A., Leroy J., Rokka J., Sohier A. & Herbet M. (2018), The videographic approach in marketing research: Which methodological protocol?, Recherche et Applications Marketing, 33, 3, 85-105.

## ADDITIONAL INFORMATION

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Indicative bibliography:

Belk R.W. et Kozinets R.V. (2005), Videography in Marketing and Consumer Research, *Qualitative Marketing Research: An International Journal*, 8 (2), pp.128-141.

De Valck K., Rokka J. et Hietanen J. (2010), Videography in Consumer Research: Visions for a Method on the Rise, *Finanza marketing e produzione*, 2, pp.81-100.