

International Communication



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

2nd year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

- > **Degree course:** International Management and Marketing
- > **Teaching unit:** UE2-2 International marketing strategic competencies
- > **Course language:** English
- > **Duration (hours):** 20
- > **ECTS:** 3
- > **Teacher(s):** Betina Piqueras-Fiszman

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course 20 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

1. The communication Process: Goals of promotion / Push and Pull strategies.
2. Major decisions in advertising: Market / Mission / Message / Media / Money / Measurement.
3. The promotion mix: Major Promotion Tools.
4. Global considerations: Cultural values and traditions / Social and political contexts / Economic environments / Laws and regulations.

Teaching methods: Lectures and case studies.

Assessment: 2-hour final exam - questions and case study.

OBJECTIVES

- Understand of regulatory, ethical, technological, political, commercial and cultural factors in communications.
- Develop a conceptual understanding of communication theories.
- Apply communication theories to their understanding of advertising.
- Develop and sustain a high level of Intercultural awareness and intercultural competence.

PREREQUISITES

Basic knowledge of marketing.

SELECTIVE BIBLIOGRAPHY

- De Mooij, M. (2018). Global marketing and advertising: Understanding cultural paradoxes. SAGE Publications Limited.
- Belch, G. E., & Belch, M. A. (2004). Advertising and Promotion: An Integrated Marketing Communications Perspective 6th. New York: NY: McGraw-Hill.
- Andrews, J. C., & Shimp, T. A. (2017). Advertising, promotion, and other aspects of integrated marketing communications. Nelson Education.
- De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2007). Marketing communications: A European perspective. Pearson

ADDITIONAL INFORMATION
