

Number of ECTS credits : 3

Course language : English

Course leader : MARTINE THOMAS

≡ COURSE DESCRIPTION

This Masters' level course provides students with keys to develop communication consulting solutions. Its pedagogy is project-based: the students learn to master methodological tools while working on a real case.

≡ COURSE OBJECTIVES

- Learning the methods and principles to analyze complex brand and communication issues
- Learning to develop a communication strategy that is consistent with the agency's identity
- Learning to position oneself in a complex setting with multiple actors (sponsor, clients, public, etc.)

≡ LEARNING OBJECTIVES

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 2 - Construct unexpected proposals with high responsiveness
C4B learning goal	LG5 - Cooperation
C4B learning objective	LO15 - Act with flexibility, adaptability and intellectual curiosity
Outcomes	Lev. 2 - Act constructively in the face of change and unexpected events

≡ TACKLED CONCEPTS

Communication plan, strategy, negotiation, brand content

≡ LEARNING METHODS

Presentation of conceptual and methodological tools, incremental development of a consulting solution under the supervision of a professional coach

≡ EXPECTED WORK AND EVALUATION

Development of a strategic solution for a sponsor

≡ BIBLIOGRAPHY

Bo (D), Guével (M), Brand content, comment les marques se transforment en médias, Dunod, 2009

Bo (D), Guével (M), Lellouch (R), Brand Culture, Développer le potentiel culturel des marques, Dunod, 2013

≡ EVALUATION METHODS

40 % : Continuous assesment

60 % : Final Exam