

Table of Contents

Table of Contents	1
SCC1617_M2_TCB04 - CRITICAL MARKETING	2

Number of ECTS credits : 2

Course language : French , English

Course leader : BURLAT Claire

Faculty : ESCURIGNAN Julie , TOUZE Florence

≡ COURSE DESCRIPTION

This Masters' level course aims at providing students with keys to understand questions, issues and practices related to Marketing. As a core course, all the students of the class are concerned. This course will be delivered in French and English.

≡ COURSE OBJECTIVES

This course pushes students to distance themselves from the traditional concepts tied to Marketing and invites them to be critical and reflexive. Through the use of both theory and practice, this course will allow students to develop their personal opinion and project themselves professionally in a context of global responsibility.

. Ability to develop a global understanding of both the organization as well as the marketing function and practices that happen within the organization;

. Identify the impacts and responsibilities of the organization, its strategy and practices;

. Ability to analyze and evaluate a strategy as well as to propose alternative solutions

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Traditional Marketing, Implicative Marketing, consumer's behaviour, emancipated consumer, responsible consumption, opinion, media coverage

≡ LEARNING METHODS

Class participation, readings, oral presentations, case studies, debates

≡ ASSIGNMENTS

Critical analysis of a brand/media process

≡ BIBLIOGRAPHY

Barthes (R), Mythologies, Éditions du Seuil, Paris, 1957

Baudrillard (J), La société de consommation, Ses mythes, ses structures, Folio Essais, 1986

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

Bourdieu P. (1979), La distinction : Critique sociale du jugement, Paris, Minuit

Kerchkove, La dictature de l'immédiateté, Michel Y Editions, 2010

Klein (N), No logo, Macmillan, 2009

Kotler (Ph), Dubois (B), Keller (K), Manceau (D), Marketing management, Pearson

Pastore-Reiss (E), Les 7 clés du marketing durable, Eyrolles, 2012

Sobczak (A), Minvielle (N), Responsabilité globale, Vuibert gestion 2011

Patrin-Leclère (V), Marti de Montety (C), Berthelot-Guiet (K),

La fin de la publicité ? Editions Bord de l'eau, 2014

Touzé (F), Marketing, les illusions perdues, Editions La mer salée, 2015

≡ EVALUATION METHODS

60 % : Examen

40 % : Contrôle continu

≡ SESSIONS

1 Regarder le marketing autrement

LECTURE : 02h00

Presentation of the course's objectives and assessments

A History of Marketing: Marketing in the economy and public opinion from 1930 to nowadays

Theory, models and impacts

2 Le marketing dans l'organisation et la société

LECTURE : 02h00

Marketing and ethics, marketing and responsibility, marketing and social change, the individual-consumer. Towards the emancipated consumer

3 Greenwashing in advertising - workshop

LECTURE & CASE STUDIES LECTURE & CASE STUDIES : 02h00

Accueil de l'équipe ARPP-ADEME

Diffusion de campagnes inédites

Analyse des critères d'acceptabilité

Débats et interviews

4

Le Marketing Implicatif

LECTURE : 02h00

Implicative marketing, models and tools, branding and communication

Freed organizations, sustainable economy, big data, media

5

Conference/debate

POINT RENCONTRE : 02h00

Conference/Debate

6

Oral presentations

GROUP PRESENTATION : 08h00
