

Number of ECTS credits : 3

Course language : English

Course leader : TOUZE Florence

Faculty : VASSEUR Michaël

≡ COURSE DESCRIPTION

- Understanding of the key dynamics at work in the current advertising and integrated brand/product communication landscape, mediascape and consumerscape.

≡ COURSE OBJECTIVES

Having completed this course the student is expected to demonstrate:

- An Paid, Owned, Earned Media as it relates to the Brand Digital Eco-system, then, so as to go beyond the design of a «one-shot» campaign, and teach students how to optimize brand's presence on every single offline and digital asset/venue.
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- Mastery of some principles and «how-to» that will help assess and challenge Agencies' proposals, as well as tricks to manage marketers/agencies relationship, whether the students work within the marketing department of a brand or within an agency.
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NB :This class is focused on creative aspects of digital advertising, such as brand content, and therefore does not address issues surrounding other aspects of the digital toolbox such as performance marketing (SEO, search marketing, etc.). Moreover, this class mostly focuses on B2C examples/practices.

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Consumer-decision-journey, Integrated Communications, 365 Communication, The brand digital eco-system, Paid-Owned-Earned Media, Consumer Engagement, Content-centric marketing, Community Management, Social-Media Marketing, Social TV, User experience, targeting in the digital age.

≡ LEARNING METHODS

Course overview, case study

≡ ASSIGNMENTS

Case Study

≡ BIBLIOGRAPHY

Textbook:

Paid, Owned, Earned Media, Nick Burcher.

Online resources

Contagious.co.uk

Psfk.com

Theinspirationroom.com

Digitalbuzzblog.com

connectingwithconsumers.net

Adage newsletters

Mediapost newsletters

blog.360i.com/pov

Martinweigel.org

Simplyzesty.com

Joymachine.typepad.com

Martinweigel.org

...And leading thinkers on the subject to be followed on Twitter (Every student will be invited to open a twitter account and join the conversation !). Any students planning to work within the advertising/digital advertising realm will also be invited to expand its online presence and work up its Klout score.

≡ EVALUATION METHODS

60 % : Examen

40 % : Contrôle continu

≡ SESSIONS

1

Introduction and course overview

LECTURE : 01h00

Key issues shaping the advertising/brand communication landscape since the advent of digital media.

- . Media and Audience fragmentation
 - . Consumers screening out marketing communication
 - . The «Empowered» Consumer
 - . Old rules get challenged
 - . An endless flow of buzzwords
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2

Content-Community-Context: the building blocks of digital advertising.

LECTURE : 01h00

. Content: buzz, viral, branded content, real-time and cross-platform Consumer Engagement: from creative to distribution.

«The Pitch»: Presentation of the group assignment's objectives and expectations.

3

Community: (branded) Communities and their dynamics, rise of social media: key issues, best practices and critiques.

LECTURE & CASE STUDIES LECTURE & CASE STUDIES : 01h00

. Context: Using new media, their capabilities and interfaces to target consumers, deliver experiences and create value, the case of mobile marketing and apps.

. Putting it together: Conversations, Conversions, Commerce.

4

Paid, Owned, Earned Media, a framework for Integrated Communications in the digital age. The «digital revolution», the «death of marketing» and interruption-based advertising ? a critical perspective,

COURS, ETUDE DE CAS ET EXERCICES : 01h00

. Key principles

. Case studies

Putting it all together: The Brand Digital Eco-system

. Key principles

. Case studies

The «digital revolution», the «death of marketing» and interruption-based advertising ? a critical perspective, reconciling Reach and Engagement.

Agency pitches presentations.
