

Number of ECTS credits : 3

Course language : French , English

Course leader : BURLAT Claire

Faculty : REDUREAU Patricia

≡ COURSE DESCRIPTION

- Using a real company case study as a red thread, you will learn and build a **communication strategy** that not only makes the most out of a world where anything can be a media but most importantly a strategy that will **engage** with the brand's core consumer.

You will also understand how to **optimize a media plan** knowing that media spends is the most important marketing budget of a company

≡ COURSE OBJECTIVES

- Be trained to build engaging communication strategies
- Understand the importance, depth & richness of advertising / media consultancy jobs : actors, structures' organization

Understand key steps to design, control and evaluate

Learning goals:

- Master the key steps of a how to build an engaging communication strategy...
- Identify our key consumer & get to know him to build a **consumer centric** strategy
- Identify & analyze the competitive landscape of the brand
- Understand & make the most out of what the company stands for in terms of brand communication,
- Understand and master the media, be able to manage the advertising / media part of communication

Design, control & evaluate a media plan : above and below the line / offline & online...

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

- Context & stakes of a communication strategy : convergence / digitalization / socialization
- Key actors and their role (advertiser, media agency, creative agency...)
- Process : how to build a communication strategy : consumer centric approach, «bought / owned / earned »typology,...
- Media planning & buying Principles: how to optimize TV cost drivers (exercices)
- Tools / processes to evaluate the performance of the campaigns

Emerging trends including : digitalization, social media as a media, new touchpoints appearing everyday, consumer becoming consumactor...

≡ LEARNING METHODS

Teaching including concrete examples, live exercises, case studies...

≡ ASSIGNMENTS

1 case study + live exercises

≡ BIBLIOGRAPHY

LENDREVIE Jacques. DE BAYNAST Arnaud. RIOU Nicolas. Publicitor. Paris : Edition Dalloz, 6ème édition, 2004

LENDREVIE Jacques. LEVY Julien. Mercator 2013 - Théories et nouvelles pratiques du marketing. Paris : Edition Dunod, 10ème édition, 2012

Sites référents : www.internetworldstats.com, www.comscore.com, www.go-globe.com

≡ EVALUATION METHODS

40 % : Contrôle continu

60 % : Contrôle terminal

1

JOUR 1

LECTURE : 06h00

Morning : Context, stakes, actors ; Intro to Integrated Communications Planning process / bought owned earned definition

Afternoon : consumer analysis : zoom on available data allowing to know the consumer better : brief on group evaluation case study & start of the consumer analysis (lifestyle & media consumption) for the given brief

2

JOUR 2

LECTURE : 06h00

Morning : Market / competition / brand analysis / brand positioning / conclusion of the analysis thanks to a SWOT: continued briefing & group work regarding group evaluation case study

Afternoon : strategic thinking : big idea, touchpoints selection, how shall we use each touchpoint to best support and nourish the advertising message : illustration by examples. Finalization of the work into groups

3

JOUR 3

LECTURE : 06h00

Morning : Definition of key media planning terms with live exercises to check understanding and being part of the continuous evaluation.

Afternoon : zoom on the key elements of a media plan, new ways to buy media, media planning principles with live exercises (part of continuous evaluation)

4

JOUR 4

LECTURE : 06h00

Morning : Teams presentation on the case study

Media buying principles with live exercises ; campaigns evaluations : campaigns post buy reports

Afternoon : new trends...
