

Number of ECTS credits : 3
Course language : English
Course leader : TOUZE Florence
Faculty : VELAYOUDON Chrystele

≡ COURSE DESCRIPTION

Understand and apply the multicanal methodology for the promotion of a product fully respecting brand DNA ie :

- > Achieve meaningful analysis of elements of context (market trend, consumer insights, competition...)
- > Clearly differentiate marketing and communications objectives
- > Understanding and of a brand framework and its purpose in activation
- > Articulate an activation strategy on a real life case (coffee category)
- > Structure a realistic multichannel touchpoints plan (ZMOT) with financial approach
- > Understand kpi's and measurement in a multichannel approach

≡ COURSE OBJECTIVES

This course should allow students to understand how to tackle a brand activation brief up to presentation of a completed proposition.

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

Communications planning – brand – brand platform – effectiveness – KPIs– ROI – touchpoints – target groups – media – planning – budget allocation – evaluation

≡ LEARNING METHODS

Theory – concepts and methods – documents and data analysis – presentation – case analysis

≡ ASSIGNMENTS

Full brand case study : coffee brand activation on the French market

≡ BIBLIOGRAPHY

Books :

Pariot (Y), Les outils du marketing stratégique et opérationnel, Eyrolles, 2010

Peelen (E), Jallat (F), Stevens €, Volle (P), Gestion de la relation client, 3ème édition, Pearson Education), 2009

Keller (K), Manceau (D), Dubois (B), Marketing Management, Pearson E-text, 2010, 13ème édition

Smith (PR), Zook (Ze), Marketing Communications: Integrating Offline and Online with Social Media, Kogan Page, 2011, 5th edition

Crawford, (Liz), The Shopper Economy - the new way to achieve marketplace success by turning behaviors into currency, McGraw-Hill Professional, 2012

Revue universitaire :

. Décision Marketing

. Revue française du marketing (RFM)

Pro magazines: (to illustrate courses_

. Stratégies

. CBnews

- Msrketing (UK)

≡ EVALUATION METHODS

40 % : Contrôle continu

60 % : Contrôle terminal

100 % : Rattrapage

≡ SESSIONS

1 Context analysis and strategic activation framework

BRIEFING : 06h00

Course + case study (6/6)

2 Brand and Communication's platform (the brand)

BRIEFING : 06h00

Course + case study (7/6)

3 Identification of touchpoint and touchpoint planning (activation planning) and KPI'S

BRIEFING : 06h00

Course + case study (8/6)

4 Project presentation + evaluation (quizz).

BRIEFING : 06h00

Course + case study (9/6)