

Number of ECTS credits : 3

Course language : English or French

Course leader : BURLAT CLAIRE

Speakers : DEL BUCCHIA CELINE LOUISE , 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.

This an ADVANCED course in marketing. Having basic knowledge in marketing is necessary to attend this class.

≡ 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 OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	L01 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 2 - Formulate a personal and well-informed opinion
C4B learning goal	LG1 - Analysis
C4B learning objective	L02 - Analyse complex situations
Outcomes	Lev. 2 - Formulate hypotheses to understand a complex situation, in a structured way, by mobilizing disciplinary frameworks if necessary
C4B learning goal	LG4 - CSR
C4B learning objective	L011 - Identify ethical issues and act on them from an ethical perspective
Outcomes	Lev. 3 - Clarify one's own positioning on ethical issues, adapt decisions to these ethical and responsible aspects

≡ 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

≡ EXPECTED WORK AND EVALUATION

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

40 % : Contrôle continu

60 % : Examen

≡ SESSIONS

1 Regarder le marketing autrement

LECTURE : 03h00

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 & CASE STUDIES : 03h00

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 : 03h00

Cours :

Marketing implicatif : modèles et outils,

Classe inversée : le contrat de marque

Application par groupes

Classe inversée : la marginalité des besoins

Discussion

Impact sur la marque et la communication

La communication Implicative

4 Etude de cas groupe 1

LECTURE & CASE STUDIES & EXERCISES : 03h00

Implicative marketing, models and tools, branding and communication

Freed organizations, sustainable economy, big data, media

5

Conference/debate

LECTURE & CASE STUDIES & EXERCISES : 03h00

Conference/Debate

6

Oral presentations

SEMINAR : 03h00

Présentation de l'ARPP
Les enjeux de l'éthique publicitaire
Les bilans déontologiques
Panorama de campagnes
Atelier interactif
