

**2021_S02_MKT_M2_MKT_0011_E_L_MRS_BRD
COMMUNICATION & CREATIVE STRATEGY**

Semester 2, 2020 – 2021

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OFFICE HOURS	By appointment

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Tomorrow's advertising (individual)	TBD	20%
Written Exam (individual)	TBD	40 %
Campaign creation (group work)	TBD	40%

Kedge Business School and its professors, encourage you to use your Pro-Acts, company projects and internships as privileged opportunities to apply the reflexions, theories, concepts and tools presented during this course

INTRODUCTION AND OBJECTIVES

Course Purpose & Objectives

This course provides insights and experience in communication and strategic planning.

The course objectives are to:

1. Understand what advertising is and its role in advertising and brand promotion and the economic effects of advertising.
2. Understand the structure of the advertising industry.
3. Be able to identify, analyse, and understand the advertising environment.
4. Be able to prepare the advertising message and fully integrate the creative process.
5. Understand the importance of placing the message in conventional and non-traditional media.
6. Be able to identify, understand, and apply integrated brand promotion.

Courses contribution to program objectives

Develop and Practice a sense for Innovation, Entrepreneurship and Creativity in the Specific Industrial Sector or Function of Specialization

Courses description

Communication theory

Campaign Building

Creativity

Disruption

COURSE MATERIAL

Websites

Advertising Age, www.adage.com

New York Times, www.nyt.com

AdWeek, www.adweek.com

Wall Street Journal, www.wsj.com

COURSE CONTENTS AND TIMETABLE

SESSIONS	TOPIC	PRELIMINARY READING(S) AND ASSIGNMENTS	ADDITIONAL READING(S) AND ASSIGNMENTS
1	Introduction to Advertising/ Industry		
2	Objectives, Target and Market, Insight		
3	Creative Thinking		
4	Message		
5	Media	Individual presentation	
6	Measurements		
7	Group Work presentation		
8	Written Exam		

TEACHING APPROACH/ INSTRUCTIONAL METHODS

A Word of Advice

Teacher expects from students a professional behavior and approach. We highly encourage students to be proactive and participative!

Organization of the sessions

Mix of theory, practice, individual and group works assignments

Individual Assignments

Brief your classmates on a hot-trend topic in Advertising

Group work

Create and build a new campaign based on an client-brief.

EVALUATION OF STUDENT PERFORMANCE

DELIVERABLE	%
Tomorrow's advertising (individual)	20
Written Exam (individual)	40
Campaign creation (group work)	40

Methods Used to Evaluate Student Performance

Individual Assignments (60%)

Two evaluations will be individual:

- the first (20%) consists of a 15-minute presentation on a topic proposed by the teacher. In 15 minutes, you must be able to analyze and transmit key information on the subject under discussion. The best presentations will be selected to be shared in class.
- the second (40%) is a 1h30 written exam. 10 open-ended questions on theoretical topics of the course will be asked.

Collective assessment (40%)

All group work generates a group mark. The group mark will initially be the same for all members of the group. It represents a product of the group output.

Through the Peer Evaluation exercise you will be asked to comment specifically on the quality and consistency of input from each of the group members to the group assignment. You will be required to complete the group member evaluation at the end of the session.

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The information will be handled as confidential between individual course participants and the professor. They will bear on the final grade of individuals in the group assignment.



BIOGRAPHY

Pr. Aurélie DEHLING

For 15 years, Aurélie Dehling has been working in brand strategy and communication, both in France and in Canada. She's a certified LEGO® SERIOUS PLAY® Facilitator. As a Doctor in social anthropology and in ethnology of the EHESS, her thesis work focused on understanding appropriation mechanisms in the context of second-hand items consumption. Her academic research mainly studied the concepts of appropriation, ownership and collaborative consumption.

ACADEMIC FRAUD

Definition

Academic fraud is a breach of ethics.

“Is achieved using unfair means or deception, to obtain material or undue moral advantage, or with the intent to avoid the enforcement of laws”. (Translated from the original source: Dictionnaire Juridique des Lois, 2010, available at: www.dictionnaire-juridique.com/definition/fraude/php)

Plagiarism consists of attributing authorship by (partial or total) copying, imitation or misappropriation.

The act of fraud is committed by one or more students/participants when they:

- appropriate written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- present any data that has been falsified or invented in any way;
- use the identity of the author, attributing the contents of and/or a resource to him/her, but without explicitly mentioning that they are not the author;
- appropriate the creative work of someone else and present it as their own;
- acquire excerpts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the excerpts;
- summarise the original idea of an author by expressing it in their own words but omit quoting the source;
- cheat in an academic evaluation.

Plagiarism can occur in:

- an academic article or book;
- an exercise or a case study;
- a study or a report;
- a dissertation or a thesis;
- any document of which the student/participant is not, but purports to be the author.

Sanctions

Any student/participant having committed academic fraud, or having participated in it, will be sanctioned by the professor in charge of the course. The professor can apply 1st and 2nd level sanctions (detailed below). The professor will send a copy of the sanction to the student's/participant's programme. The student/participant will be informed/and or convoked by the programme director (or his/her representative) to a hearing prior to the possible convening of the Kedge Business School Disciplinary Council. In the case of a hearing of the Disciplinary Council, they can decide to apply 3rd and 4th level of sanctions.

Any student/participant guilty of academic fraud will receive one of the following sanctions:

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- Applied by the professor in charge of the course, Kedge Business School faculty member (1st and 2nd level):
 - A grade of zero for the work concerned and a formal warning;
 - A grade of zero for the course or module concerned and a formal warning.
- Applied by Kedge Business School's Disciplinary Council (3rd and 4th level):
 - Suspension from the programme for one or two semesters;
 - Exclusion from the programme.

N.B.: Plagiarism within a partner institution can result in these sanctions being applied by Kedge Business School, notwithstanding partner's decision.