

**Master en Communication Organisationnelle
(M2 COM)**

Titre du Cours :	English communication
<i>Course Title:</i>	
Heures :	20
<i>Lecture hours:</i>	
ECTS Credits:	3

➤ **CONTENU ET OBJECTIFS PÉDAGOGIQUES DU COURS**
DESCRIPTION AND LEARNING OBJECTIVES OF THE COURSE

The course will go over the basics of integrated marketing communication strategy

- the four tools of the marketing communication mix
 - process and advantages of integrated marketing communications
 - steps to develop effective marketing communications
 - methods for setting the promotion budget and factors that affect the design of the promotion mix
- After attending this course students will be able to master basic English terms and expressions used in this business context

➤ **LISTE DES SUJETS OU RESUME DES SEANCES**
TOPICS OF EACH SESSION OR SUMMARY OF THE COURSE

1. Integrated marketing communication strategy – Introduction
2. Integrated marketing comm. strategy – The changing communications environment
3. Integrated marketing comm. strategy – The need for integrated marketing communications
4. A view of the communication process
5. Steps in developing effective communication
6. Brief Reminder (corporate finance)
7. Setting the total promotion budget and mix
8. Socially responsible marketing communication

➤ **METHODES D'ÉVALUATION (CONTROLE CONTINU)**
EVALUATION AND GRADING

Contrôle continu

➤ **REFERENCES BIBLIOGRAPHIQUES**
BIBLIOGRAPHY

Principles of Marketing, Fourth European Edition, Philip Kotler