

Master en Communication Organisationnelle (M2 COM)

Titre du Cours :	English communication (GMCOM21)
<i>Course Title:</i>	
Heures :	20h
<i>Lecture hours:</i>	
ECTS Credits:	3

➤ **PRE-REQUIS / PRE-REQUISITE**

➤ **OBJECTIFS PÉDAGOGIQUES DU COURS / LEARNING OBJECTIVES**

After attending this course students will be able to master basic English terms and expressions used in this business context

➤ **CONTENU DU COURS / DESCRIPTION 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

➤ **LISTE DES SUJETS OU RESUME DES SÉANCES/ 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**

- **Participation +présence 20%**
- **Contrôle continu 30%**
- **Examen (50%)**

➤ **REFERENCES BIBLIOGRAPHIQUES / BIBLIOGRAPHY**

- ✓ Principles of Marketing, Fourth European Edition, Philip Kotler