Dauphine | PSL★
UNIVERSITÉ PARIS

0IBUSX16 – Marketing Communications

Professor: Eva DELACROIX
Contact information:
eva.delacroix@dauphine.psl.eu

Department: International affairs
Semester: 1

Course level: Undergraduate / Graduate
Domain: Marketing & Advertising
Teaching language: English
Number of in-class hours: 33
Number of course sessions: 10 + Exam
ECTS: 6

Course description and objectives

This course will offer you a general overview of marketing communications, its historical roots, and all the different elements of marketing communications (branding, strategy, traditional, digital and social media, …). At the end of the course, students will have a better understanding on how to build accurate and more responsible communication strategies. The course will try to offer a balance between theory and practice (through various activities such as business games, learning expeditions and much more 😊).

Prerequisites

Students are expected to have basic marketing knowledge.

Learning outcomes

Discovering the historical roots of advertising
Building strong and meaningful brands
Identifying communications objectives
Capturing consumer insights
Selecting the right media (traditional or digital advertising, social media, public relations)
Reflecting on the responsibility of marketing and advertising regarding sustainability and ethical issues

Assignments and grading

- Logbook (30%)

We will invite the students to play an active part in their own learnings and decide which skills and knowledge they want to develop according to their career plans. Students will be asked to select 4 activities among a list of approximately 15 activities (*e.g.* podcasts, readings, artistic work, online certificates, Ted Talks etc.). The chosen activities will be summarized and analyzed in a personal logbook which format is left free. In addition to the description of the activities, students will have to write an essay of 1500-2500 words indicating what they learnt from this work.

- Final exam (30%)

The final exam will combine multiple choice questions and short open-ended questions on the lectures, conferences, and mandatory readings.

- Business game (20%)

Digital MediaPRO Simulation by StratX is a marketing simulation software that exposes course participants to the elaboration of a media strategy (consumer targeting, purchase funnel, media selection, media-planning, return on media investment).

- Class participation (20%)

Active class participation is required - this is what makes classes lively and instructive. Come on time and prepared.

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The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	History of advertising
2	Learning expedition
3	Communication strategy & branding
4	Communication strategy & branding
5	Paid Media (Business Game Digital MediaPRO)
6	Paid Media (Business Game Digital MediaPRO)
7	Public Relations and Social Media
8	Ethics & Advertising
9	Learning expedition
10	Ethics & Advertising
11	**Final Exam**

Bibliography

- Fill C. and Turnbull S. (2019), Marketing Communications: touchpoints, sharing and disruption (Eighth Edition), Pearson.
- Holt D. (2016), *Branding in the age of social media*, Harvard Business Review, 94(3), 40-50.
- Jacobi E.S., Freund J., Araujo L., 'Is there a gap in the market, and is there a market in the gap?' How advertising planning performs markets, *Journal of Marketing Management*, 2015, 31(1-2), 37-61.
- Marshall P.D. and Morreale J. (2018), Volkswagen and the Creative Revolution, in *Advertising and Promotional Culture*, 85-106, MacMillan Education, Palgrave.
- Mills A.J., Pitt C. Ferguson S.L. (2019), *The relationship between fake news and advertising: Brand management in the era of programmatic advertising and prolific Falsehood,* Journal of Advertising Research, 59(1), 3-8.
- Scanlon J. (2012), Redefining thrift: The Ladies' Home Journal and the modern woman, *Pennsylvania Legacy* 12(2), 12-17.
- Steils M., Martin A., Toti J.F. (2022), *Managing the transparency paradox of social media influencer disclosures: How to improve authenticity and engagement when disclosing influencer-sponsor relationships?* Journal of Advertising Research, 62(2),
- Tungate M. (2013), *Adland, A global history of Advertising*, KoganPage, London.

Lecturer's biography

Eva Delacroix created the Paris Dauphine Marketing Communications Master in 2005. She teaches Advertising Management, Consumer Behavior, and Marketing Critics. She has a strong interest in Marketing Social Responsibility, and her research deals with inclusivity (gender issues, low-income consumers), sustainability (especially in the textile industry) and public health.

Moodle

This course is on Moodle

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.